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ABSTRACT

Print and non-print training materials in the area of media compentency skills are compiled. Both locally produced items and commercially published products are identified. The format for descriptive information lists: title, producer, distributor, address, telephone, purchase and rental price, media content area, media package format, equipment required, package contents, and discription. Subject areas included are bulletin boards, cassette tapes, computers and teaching machines, films, filmstrips and filmloops, operation of equipment, television, and videotape recordings. (Author/DS)

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MEDIA COMPETENCY TRAINING MATERIALS

June, 1975

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U.S. DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
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The following is a compilation of training materials, both print and media, in the area of media competency skills. An attempt has been made to identify, as comprehensively as possible, both locally produced items and commercially published products. This catalog reflects a survey that was distributed nationally to over 500 education facilities. Any teacher training kit submitted which was not of media content was eliminated.

The format for descriptive information lists: title, producer, distributor(s), address, phone, purchase and rental price or free, media content area, media package format, equipment required for package implementation, package contents and description. The following page lists the categories into which the materials have been organized. In the case of a kit covering more than one media topic, the item was categorized under the media area most strongly emphasized.

These materials are available from the distributor listed on the information sheet and not from any central depository (at this time).

Please direct any comments or questions to:

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MEDIA TRAINING KITS AND MATERIALS

TITLE: Baited Bulletin Boards

PRODUCER: Fearon Teacher-Aid Books

DISTRIBUTOR (S): Books Mobile, Inc

ADDRESS: 45 Portland Avenue
Bergenfield , N.J. 07621

PHONE: (201) 335-6550

PURCHASE X **FREE** ______ **RENTAL** ______

PRICE $1.50 **PRICE** ______

MEDIA CONTENT AREA: Bulletin Boards

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Planning and arrangement of bulletin boards

DESCRIPTION: All aspects of bulletin board planning and arrangement; highly recommended by art and audio-visual educators

MEDIA TRAINING KITS AND MATERIALS

TITLE: Better Bulletin Boards, No 3259

PRODUCER: Indiana University

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California
Berkeley, California 94720

PHONE: (415) 642-4124

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $4 **PRICE** ____

MEDIA CONTENT AREA: Bulletin Boards

MEDIA PACKAGE FORMAT: 16mm film - 13 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: Better communication via the bulletin board

DESCRIPTION: This film was designed for two major uses: for use with teachers or future teachers in audio-visual classes, methods courses, in-service training programs, teachers meetings, etc... and for use by teachers with students in planning better communication via the bulletin board

MEDIA TRAINING KITS AND MATERIALS

TITLE: Bulletin Boards

PRODUCER: Martha Dallman, PH.D (Author) - Teachers Publishing Corp

DISTRIBUTOR (S): John Colburn Associates, Inc

ADDRESS: 1215 Washington Avenue
Wilmette, Illinois 60091

PHONE: (312) 273-2310

PURCHASE X **FREE** **RENTAL**

PRICE $2.25 **PRICE**

MEDIA CONTENT AREA: Bulletin Boards

MEDIA PACKAGE FORMAT: Booklet

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Basic principles and suggestions for materials and procedures

DESCRIPTION: Sixty-four pages of specific ideas on how to make bulletin boards into vital teaching aids. Includes basic principles and guidelines, plus detailed suggestions on materials, procedures, techniques and applications. Fully illustrated, paperbound

MEDIA TRAINING KITS AND MATERIALS

TITLE: Bulletin Boards and Display

PRODUCER: Reino Randall

DISTRIBUTOR (S): Baily Films, Inc

ADDRESS: 6509 DeLongpre Avenue
Hollywood, California 90028

PHONE: (213) 829-2901

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE each strip $6., set of 2 - $12 **PRICE** ____

MEDIA CONTENT AREA: Bulletin Boards

MEDIA PACKAGE FORMAT: Filmstrip

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Background materials, layouts, principles of good design

DESCRIPTION: Amusing drawings and examples of good bulletin board design show how the bulletin board can be made to function as an effective educational tool. Examples of various types of background materials and fastening devices, illustrations of layouts and principles of good design and organization are included. Two color filmstrips (36 frames each)

MEDIA TRAINING KITS AND MATERIALS

TITLE: Bulletin Boards: An Effective Teaching Device

PRODUCER:

DISTRIBUTOR (S): Audio-Visual Utilization Center

ADDRESS: 5448 Cass Avenue - Wayne State University
Detroit, Michigan 48202

PHONE: (313) 577-1980

PURCHASE ____ **FREE** ____ **RENTAL** X

PRICE ____ **PRICE** $3.50

MEDIA CONTENT AREA: Bulletin Boards

MEDIA PACKAGE FORMAT: Film-color, 11 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film projector, screen

CONTENTS OF PACKAGE: Planning and organization of bulletin boards

DESCRIPTION: Planning and organization of creatively designed bulletin boards. Examples of different boards. Textural materials, pins, adhesive, organization and format

MEDIA TRAINING KITS AND MATERIALS

TITLE: Bulletin Boards: An Effective Teaching Device

PRODUCER: Reino Randall

DISTRIBUTOR (S): Bailey Films, Inc

ADDRESS: 6509 De Longpre Avenue
Hollywood, California 90028

PHONE: (213) 829-2901

PURCHASE X **FREE** ____ **RENTAL** x

PRICE color $120 **PRICE** $6

MEDIA CONTENT AREA: Bulletin Boards

MEDIA PACKAGE FORMAT: Film

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Lettering tools, fastening devices, illustrations, 3-D effects

DESCRIPTION: This film is a graphic picturization of how bulletin boards can be made to function as a most effective educational tool. A wealth of background materials, lettering tools, fastening devices, and illustrations are discussed. Three dimensional effects are explained. 11 minutes

MEDIA TRAINING KITS AND MATERIALS

TITLE: Bulletin Boards at Work

PRODUCER: Wayne State University

DISTRIBUTOR (S): Wayne State University, A-V Utilization Center

ADDRESS: 5448 Cass Avenue
Detroit, Michigan 48202

PHONE: (313) 577-1980

PURCHASE ______ **FREE** ______ **RENTAL** x

PRICE ______ **PRICE** $2

MEDIA CONTENT AREA: Bulletin Boards

MEDIA PACKAGE FORMAT: Filmstrip - 42 frames, black and white

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Outlines the use of the bulletin board as a teaching aid

DESCRIPTION: Stresses the point that the planned bulletin board is most effective. Shows bulletin boards can be used for many teaching purposes - to inform, to clarify, to stimulate. Contains many actual uses

MEDIA TRAINING KITS AND MATERIALS

TITLE: Bulletin Boards for Effective Teaching, No 4479

PRODUCER: State University of Iowa

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California
Berkeley, California 94720

PHONE: (415) 642-4124

PURCHASE X **FREE** ______ **RENTAL** ______

PRICE $5 **PRICE** ______

MEDIA CONTENT AREA: Bulletin Boards

MEDIA PACKAGE FORMAT: 16mm film, color, 13 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm film projector

CONTENTS OF PACKAGE: Selection of topic materials, use of color, lettering, eyecatchers

DESCRIPTION: The elements of effective classroom bulletin board display are presented in detail - the selection of a specific topic, selection of materials, planning the arrangement, use of color, use of appropriate lettering, creation of the proper atmosphere, making the arrangement tell a story, use of eyecatchers, and the mechanics of assembling the display are shown.

MEDIA TRAINING KITS AND MATERIALS

TITLE: 4-D Bulletin Boards that Teach

PRODUCER: Fearon Teacher-Aid Books

DISTRIBUTOR (S): Books Mobile, Inc

ADDRESS: 45 Portland Avenue
Bergenfield, N.J. 07621

PHONE: (201) 385-6550

PURCHASE X **FREE** **RENTAL**

PRICE $1.75 **PRICE**

MEDIA CONTENT AREA: Bulletin Boards

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Instructional Bulletin Boards - ideas

DESCRIPTION: Dual-purpose, dimensional, and diversified bulletin boards for instructing children in kindergarten and the primary grades

MEDIA TRAINING KITS AND MATERIALS

TITLE: Elementary Creative Bulletin Boards

PRODUCER: Joanne G. Hornick (Author) 1969

DISTRIBUTOR (S): Citation Press

ADDRESS: 904 Sylvan Avenue
Englewood Cliffs, N.J. 07632

PHONE: (201) 567-7900

PURCHASE X **FREE** ______ **RENTAL** ______

PRICE $1.75 **PRICE** ______

MEDIA CONTENT AREA: Bulletin Boards

MEDIA PACKAGE FORMAT: Book - 80 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ______

CONTENTS OF PACKAGE: Techniques and materials, lesson plan ideas for bulletin boards

DESCRIPTION: Mrs. Hornick tells how to use the elements that attract today's youngsters to visual media-humor and striking design to stimulate their interest in class activities. The Book presents 33 bulletin boards in six different subject areas. Some techniques and materials for construction as well as many complete lesson and activity ideas related to the boards are suggested

MEDIA TRAINING KITS AND MATERIALS

TITLE: How to Keep Your Bulletin Board Alive

PRODUCER: Wayne State University

DISTRIBUTOR (S): Wayne State University, A-V Utilization Center

ADDRESS: 5448 Cass Avenue
Detroit, Michigan 48202

PHONE: (313) 577-1980

PURCHASE ______ **FREE** ______ **RENTAL** X

PRICE ______ **PRICE** $2

MEDIA CONTENT AREA: Bulletin Boards

MEDIA PACKAGE FORMAT: Filmstrip - 32 frames, black and white

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Diagnose faults of present bulletin boards

DESCRIPTION: Attemps to diagnose the present faults of bulletin boards. Some general rules about captions, illustrations and text materials are suggested which will help any person preparing a bulletin board to improve his layout techniques

MEDIA TRAINING KITS AND MATERIALS

TITLE: Let's Create Bulletin Boards

PRODUCER: Joseph Buzzelli, Author

DISTRIBUTOR (S): Essco-Educational Supply Co

ADDRESS: 2825 East Gage Avenue
Huntington Park, California 90255

PHONE: (213) 582-7341

PURCHASE	X	FREE		RENTAL	
PRICE	$2.50			PRICE	

MEDIA CONTENT AREA: Bulletin Boards

MEDIA PACKAGE FORMAT: Book - 40 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Simple bulletin boards

DESCRIPTION: A manual allowing creative teachers to build upon the imagination and flexibilities of her class, giving concrete illustrations to follow a simple procedure of cut, snip and pin

MEDIA TRAINING KITS AND MATERIALS

TITLE: Lively Bulletin Boards

PRODUCER: Hayes Creative Bulletin Boards

DISTRIBUTOR (S): Educational Supply Co., Inc

ADDRESS: 2823 East Gage Avenue
Huntington Park, Ca 90255

PHONE: (213) 582-7341

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $2.50 **PRICE** ____

MEDIA CONTENT AREA: Bulletin Boards

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Inexpensive ideas for bulletin boards

DESCRIPTION: Using inexpensive materials, this book shows how to make cutouts in flat or 3D dimensions, the easy and effective way. Ideas for important dates and holidays. For halls, study room, and home rooms on language, art, music, health, physical fitness, or general nature

MEDIA TRAINING KITS AND MATERIALS

TITLE: Making and Using Charts

PRODUCER: Fearon Teacher-Aid Books

DISTRIBUTOR (S): Books Mobile, Inc

ADDRESS: 45 Portland Avenue
Bergenfield, N.J. 07621

PHONE: (201) 385-6550

PURCHASE X **FREE** **RENTAL**

PRICE $1.75 **PRICE**

MEDIA CONTENT AREA: Charts

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Chart-making instructions

DESCRIPTION: Detailed how-to instructions showing a variety of subjects, uses, and ideas for chart-making for all grade levels

MEDIA TRAINING KITS AND MATERIALS

TITLE: Making Your Chalk Teach

PRODUCER: Wayne State University

DISTRIBUTOR (S): Wayne State University, A-V Utilization Center

ADDRESS: 5448 Cass Avenue
Detroit, Michigan 48202

PHONE: (313) 577-1980

PURCHASE ______ **FREE** ______ **RENTAL** X

PRICE ______ **PRICE** $2

MEDIA CONTENT AREA: Chalk

MEDIA PACKAGE FORMAT: Filmstrip - 47 frames, black and white

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Uses of chalkboard

DESCRIPTION: Illustrates a number of basic and secondary uses of the chalkboard or blackboard, as well as the principles of its use. Intended for preservice and in-service teacher training programs

MEDIA TRAINING KITS AND MATERIALS

TITLE: Successful Bulletin Boards

PRODUCER: Instructor Curriculum Materials

DISTRIBUTOR (S): Morrison School Supplies

ADDRESS: 304 Industrial Way
San Carlos, California 94070

PHONE: (415) 592-3000

PURCHASE X **FREE** **RENTAL**

PRICE $1.50 **PRICE**

MEDIA CONTENT AREA: Bulletin Boards

MEDIA PACKAGE FORMAT: Booklet - 48 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Topics for bulletin boards, techniques such as 3-D and lettering

DESCRIPTION: Nearly 125 bulletin board ideas. Organized around such topics as holidays and special events; 3-D, portable, and corner-area boards; mounting; texture; lettering; and covering unsightly areas. Includes techniques for creating and maintaining exciting displays

MEDIA TRAINING KITS AND MATERIALS

TITLE: Three-Dimensional Displays in the Classroom

PRODUCER: Frank Bach and Edward C. Haines, Authors

DISTRIBUTOR (S): Educational Media Incorporated

ADDRESS: P.O. Box 39, 809 Industrial Way
Ellensburg, Washington 98926

PHONE: (309) 962-2578

PURCHASE X FREE ____ RENTAL ____

PRICE $130 PRICE ____

MEDIA CONTENT AREA: 3-D Displays

MEDIA PACKAGE FORMAT: 16mm film-color-ten minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector and Screen

CONTENTS OF PACKAGE: Examples of Classroom Displays

DESCRIPTION: This film introduces the viewer to examples of exciting classroom displays, some unusual materials and the use of design concepts applied to a variety of subject matter displays. In conclusion, numerous innovative examples of 3-dimensional displays relevant to our contemporary society are shown

MEDIA TRAINING KITS AND MATERIALS

TITLE: Visual Communication: Bulletin Boards, Exhibits, Visual Aids

PRODUCER: George H. Horn, Author

DISTRIBUTOR (S): Davis Publications, Inc

ADDRESS: Printers Bldg
Worcester, Mass 01608

PHONE: (617) 754-7201

PURCHASE X FREE ____ RENTAL ____

PRICE $6.96 PRICE ____

MEDIA CONTENT AREA: Bulletin Boards, Exhibits, Visual Aids

MEDIA PACKAGE FORMAT: Book - 98 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ____

CONTENTS OF PACKAGE: Fundamentals of uses and techniques for visual aids

DESCRIPTION: This book provides a broad range of visual aids, bulletin boards, and displays, in their planning, designing, and producing. Boxes and their use as motivational devices and as integral parts of bulletin boards and other forms of display are discussed. Techniques are presented for two-and-three-dimensional constructions, with emphasis on materials available at little or no cost. Display techniques are illustrated which extend school programs beyond the classroom. Other chapters provide an understanding of graphic design elements, such as lettering and layout

MEDIA TRAINING KITS AND MATERIALS

TITLE: ABC's of Tape Recording (20805)

PRODUCER:

DISTRIBUTOR (S): Howard W. Sams and Co., Inc

ADDRESS: 4300 West 62nd street
Indianapolis, Indiana 46268

PHONE: (317) 291-3100

PURCHASE X **FREE** **RENTAL**

PRICE $2.95 list., $2.21 education **PRICE**

MEDIA CONTENT AREA: Tape recording

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Fundamentals of tape recorders design and operation

DESCRIPTION: This book explains the fundamentals of tape recorder design and operations in easy-to-understand language

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audio Visual Education (LB1043) "tips on tape"

PRODUCER: Kent State University

DISTRIBUTOR (S): National Center for Audio Tapes

ADDRESS: Bureau of AV Instruction - University of Colorado
Stadium Building, Room 320., Boulder, Colorado 80302

PHONE: (303) 492-7341

PURCHASE X **FREE** **RENTAL**

PRICE $2.35 **PRICE**

MEDIA CONTENT AREA: Tape

MEDIA PACKAGE FORMAT:

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Tape player

CONTENTS OF PACKAGE:

DESCRIPTION: 15 min - describes the various types of A-V equipment available to teachers.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Basic Magnetic Sound Recording for Motion Pictures

PRODUCER:

DISTRIBUTOR (S): Eastman Kodak Co

ADDRESS: Box 454
Rochester, New York 14650

PHONE: (716) 325-2000

PURCHASE X **FREE** **RENTAL**

PRICE $1.25 **PRICE**

MEDIA CONTENT AREA: Sound recording - movies

MEDIA PACKAGE FORMAT: pamphlet

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Techniques of sound recording

DESCRIPTION: Describes basic techniques, such as use of current equipment, script preparation, shooting for sound, recording sound, and editing

MEDIA TRAINING KITS AND MATERIALS

TITLE: How to Make Quality Instructional Cassette Tape Recordings

PRODUCER: Word Making Productions

DISTRIBUTOR (S): Dale Pettinger

ADDRESS: 2722 Polk Street
San Francisco, California 94109

PHONE: (415) 776-5413

PURCHASE X **FREE** **RENTAL**

PRICE $8 **PRICE**

MEDIA CONTENT AREA: Cassette Tapes

MEDIA PACKAGE FORMAT:

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE:

DESCRIPTION: This cassette is for the person who wants to learn more about cassette equipment and development, excellent recording techniques. Program for individuals in the area of speech

MEDIA TRAINING KITS AND MATERIALS

TITLE: Magnetic Recorder

PRODUCER:

DISTRIBUTOR (S): Audio-Visual Utilization Center

ADDRESS: 5448 Cass Avenue - Wayne State University
Detroit, Michigan 48202

PHONE: (313) 577-1980

PURCHASE **FREE** **RENTAL** X

PRICE **PRICE** $3.55

MEDIA CONTENT AREA: Magnetic recorder

MEDIA PACKAGE FORMAT: Film - black and white, 19 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film Projector, Screen

CONTENTS OF PACKAGE: Uses, characteristics, editing, splicing

DESCRIPTION: Opens with a variety of ways in which the magnetic recorder can be used in schools, churches and industry. An animated sequence illustrates the characteristics of magnetic recorders and shows the methods of recording directly from a radio and methods of editing and splicing.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Pictorial Guide to Tape Recorder Repairs

PRODUCER: Belt (Author)

DISTRIBUTOR (S): TAB Books

ADDRESS: Blue Ridge Summit, Pennsylvania 17214

PHONE: (717) 794-2191

PURCHASE X **FREE** **RENTAL**

PRICE hardbound $7.95., paperbound $4.95 **PRICE**

MEDIA CONTENT AREA: Tape recorders

MEDIA PACKAGE FORMAT: Book - 256 pages, 320 photos

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: How to disassemble, clean, maintain, troubleshoot, diagnose, repair, and reassemble tape recorders

DESCRIPTION: Photos and a step-by-step test show you how to disassemble, clean maintain, troubleshoot, diagnose, repair and reassemble any tape recorder or player. Covers reel-to-reel stereo and 4-channel tape deck, dictation recorders, portable and home-type cassette machines (including Dolby-ized models), and home as well as auto 8-track cartridge players and recorders. Also covers cleaning and adjusting heads; repairing the power supply, splicing , speaker phasing, noise suppression, and many other topics

MEDIA TRAINING KITS AND MATERIALS

TITLE: Tape Recording - A Manual for the Recording of Educational Materials

PRODUCER: National Braille Association

DISTRIBUTOR (S): The Library of Congress, Division for the Blind and Phy. Handicappe

ADDRESS: 1291 Taylor Street., North West
Washington D.C., 20542

PHONE: (202) 882-5500

PURCHASE **FREE** **RENTAL**

PRICE **PRICE**

MEDIA CONTENT AREA: Tape Recording

MEDIA PACKAGE FORMAT: Manual - 21 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Preparing to Record, Instructions for Recording, Maintenance and Repairs

DESCRIPTION: This manual is a complete guide to the tape recording of Instructional Materials, in particular for use by the Visually Handicapped. Topics covered include preparing to record by selecting a location, how to operate the recorder, preparing the reel of tape, indexing and labelling. The chapter of instructions for recording covers previewing the material, recording techniques and how to record punctuation so that it is understandable. Maintenance and repairs include splicing tapes and first aid for sick tape recorders.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Tape Recording for Instruction, No. 3260

PRODUCER: Indiana University

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California
Berkeley, California 94720

PHONE: (415) 642-4124

PURCHASE X **FREE** **RENTAL**

PRICE $5 **PRICE**

MEDIA CONTENT AREA: Tape recording

MEDIA PACKAGE FORMAT: 16mm film, 15 minutes, black and white

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: Basic techniques of making tape recordings, use in classroom

DESCRIPTION: The film shows the basic techniques of making good tape recordings and suggests various methods of utilizing these recordings in instructional situations. Operation of the recorder, editing and splicing tapes are included topics.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Tape Recording for the Hobbyist (20583)

PRODUCER:

DISTRIBUTOR (S): Howard W. Sams and Co., Inc

ADDRESS: 4300 West 62nd Street
Indianapolis, Indiana 46268

PHONE: (317) 291-3100

PURCHASE X **FREE** **RENTAL**

PRICE $3.95 list., $2.96 education **PRICE**

MEDIA CONTENT AREA: Tape recording

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Microphones, sound effects, battery powered portable recorders, maintenance

DESCRIPTION: Gives useful tips on microphones, special sound effects, candid recordings, correspondence by recording, versatility of battery - powered portable recorders, tape editing, producing your own program, synchronizing sound on tape, and tape and recorder maintenance

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Tape Recorder

PRODUCER: Robert Sloan, Jr

DISTRIBUTOR (S): Instructional Media Center (VIB)

ADDRESS: P.O. Drawer W - University of Texas at Austin
Austin, Texas 78712

PHONE: (512) 471-3434

PURCHASE X **FREE** **RENTAL**

PRICE $2 **PRICE**

MEDIA CONTENT AREA: Tape Recorder

MEDIA PACKAGE FORMAT: Handbook

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Chapters include: Its Applications and Uses, Techniques of Operation

DESCRIPTION: This handbook, in the "Bridges for Ideas" series, was designed to help the classroom teacher to use the tape recorder as a basic tool for teaching. It incorporates information about the basic components of recording equipment and accessories and describes successful recording techniques. Its uses range from speech therapy and shut-in students to social studies, biology, dramatics, and music. Also available: Basic Design and Utilization of Instructional Television - $2.50., Better Bulletin Boards - $2.50., Designing Instructional Visuals: Theory, Composition, Implementation - $2.50., Local Production Techniques - $2.50., The Overhead System: Production, Implementation, Utilization - $2.50., The Tape Recorder - $2.50., Using Tear Sheets - $2.50

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audio Visual Teaching Machines

PRODUCER: Lloyd Dorsett (author)

DISTRIBUTOR (S): Educational Technology Publications

ADDRESS: 140 Sylvan Avenue
Englewood, New Jersey 07632

PHONE: (201) 871-4007

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $3.95 **PRICE** ____

MEDIA CONTENT AREA: Teaching machines

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ____

CONTENTS OF PACKAGE: Selection, use, pros and cons . various methods of presentation

DESCRIPTION: The author feels that the technology for audio visual teaching machines is readily available, and at relatively low cost. He offers cost estimates for various options and suggests desirable properties to look for in any device on the market or proposed for future delivery. He gives practical suggestions for programming and reviews the pros and cons of various methods of presenting materials.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Guide: Fundamentals of Teaching Machines and Programmed Learning Systems.

PRODUCER: Dr. Leonard Slivern (author)

DISTRIBUTOR (S): Education and Training Consultants, Co.

ADDRESS: Box 49899
Los Angeles, California 90049

PHONE: (213) 472-2444

PURCHASE X **FREE** **RENTAL**

PRICE $5.00 **PRICE**

MEDIA CONTENT AREA: Teaching machines and programmed learning

MEDIA PACKAGE FORMAT: Book-110 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Fundamentals of teaching machines and programmed learning systems.

DESCRIPTION: This is the guide which gives an overview of a fundamentals course which requires about 40 hours for completion. The guide is used primarily by directors and administrators who wish to examine the terminal behavioral objectives of the course and the validation data without actually taking the course itself. The guide outlines the origins of fundamentals, general objectives, systhesis of job performance standards, tryout. It is useful for university courses in curriculum development, applied learning psychology, AV education and instructional technology. The course instructs the subject of programmed learning by using programmed learning methods.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Example of a Teaching Machine

PRODUCER: Wayne State

DISTRIBUTOR (S): Wayne State University A-V Utilization Center

ADDRESS: 5448 Cass Avenue
Detroit, Michigan 48202

PHONE: (313) 577-2424

PURCHASE ____ **FREE** ____ **RENTAL** X

PRICE ____ **PRICE** $2.00

MEDIA CONTENT AREA: Teaching machines

MEDIA PACKAGE FORMAT: Filmstrip, 62 frames, color

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Example of actual program

DESCRIPTION: This filmstrip is designed to be used as an example of an actual self-instructional teaching machine program.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Preparing for Computer Assisted Instruction

PRODUCER: Charles Dyer, (author)

DISTRIBUTOR (S): Educational Technology Publications

ADDRESS: 140 Sylvan Avenue
Englewood Cliffs, New Jersey 07632

PHONE: (201) 871-4007

PURCHASE X **FREE** ______ **RENTAL** ______

PRICE $3.95 **PRICE** ______

MEDIA CONTENT AREA: Computers

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ______

CONTENTS OF PACKAGE: Operation of computer, how to write lessons, references

DESCRIPTION: This book is a complete introduction to computers and their uses in education. Illustrated, the book explains how a computer works, how it is programmed, how to write CAI lessons, where further information can be obtained, how to organize a reference file of data about computers in education. Recommended as a basic work for persons new to computers.

MEDIA TRAINING KITS AND MATERIALS

TITLE: REACT and the Computer in Education

PRODUCER: Northwest Regional Educational Laboratory

DISTRIBUTOR (S): Technical Education Corporation

ADDRESS: 1864 South State Street, Suite 100
Salt Lake City, Utah 84115

PHONE: (801) 486-3111

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE Each bk. $1.95 **PRICE** ____

MEDIA CONTENT AREA: Computers

MEDIA PACKAGE FORMAT: books, inservice course
course length 30 hours

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ____

CONTENTS OF PACKAGE: Computers in education, flowcharts and algorithms, programming, teletype, BASIC, computers in schools, designed for 25 participants

DESCRIPTION: This course introduces the teacher and administrator to basic computer concepts. 1) REACT and the Computer in Education an introduction, functions of a computer system and its hardware and software components. 2) Flow charts and Alogrithms explores problem-solving techniques with particular emphasis on the algorithms approach and flowcharting. 3) Man-Machine Languages introduces computer programming. 4) Using the Teletype instructs the reader by a progression of "hands-on" steps at the Keyboard.
5) The Social Impact of Computers in areas of creativity, privacy of information in retrieval system, and the computer utility.

6) Teach Yourself BASIC I using a terminal connected to a time sharing system the user is guided through a series of exercises designed to allow him to learn to program BASIC. 6a) Teach Yourself BASCI II. 7) Computers in Instruction areas of instruction in computers, problem-solving, simulation, computer-managed instruction and computer assisted instruction. 8) Computers in School Administration range of applications, an on-line salary negotiation program is presented as an example of an administrative planning tool. 9) Computers in Guidance, Testing and Libraries, systems which have been developed by those in guidance, college selection, test analysis and library administration. 10) REACT unit tests, suitable for pre- and posttests.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Sign On Sign Off

PRODUCER: Penn State

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California
Berkeley, California 94720

PHONE: (415) 642-4124

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $8.50 **PRICE** ____

MEDIA CONTENT AREA: Computers

MEDIA PACKAGE FORMAT: 16mm film, color, 24 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16 mm projector

CONTENTS OF PACKAGE: Basic methods of computer assisted instruction advantages, uses.

DESCRIPTION: The basic methods of computer-assisted instruction (CAI) are presented in non-technical terms to introduce the importance and effectiveness of computers as a learning source for individual students. Because the student-teacher ratio is 1 to 1, because the machine is flexible, accurate fast, and has a vast amount of readily available material, CAI is efficient and effective. An animated diagram shows how the system works with the student at his booth with his tape recorder, TV set, and input board. The computer poses a question and helps the student find his answer through a series of aids. Short descriptions of tutorial and inquiry methods of Computer-assisted instruction are presented. Though some of the audio portion is distorted, the film is on the whole instructive.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Teaching Machines

PRODUCER: Wayne State

DISTRIBUTOR (S): Wayne State University, AV Utilization Center

ADDRESS: 5448 Cass Avenue,
Detroit, Michigan 48202

PHONE: (313) 577-2424

PURCHASE		**FREE**		**RENTAL**	X
PRICE				**PRICE**	$4.40

MEDIA CONTENT AREA: Teaching Machines

MEDIA PACKAGE FORMAT: Film, 29 minutes, black and white

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Teaching machines, programmed materials

DESCRIPTION: B.F. Skinner explains the theory of programmed learning, Arthur Lumsdaine describes a variety of teaching machines and programmed materials; and Rober Glaser discusses the implication of such machines and materials for education.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The CAI Author Instructor

PRODUCER: J. C. Meredith

DISTRIBUTOR (S): Educational Technology Publications

ADDRESS: 140 Sylvan Avenue
Englewood Cliffs, New Jersey 07632

PHONE: (201) 871-4007

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE $5.95 **PRICE** _____

MEDIA CONTENT AREA: Computers

MEDIA PACKAGE FORMAT: Books

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: How to use computer technology in the classroom

DESCRIPTION: An easy to understand book designed for teachers who wish to try their hand at writing course material for presentation via computers. The author penetrates the mystique of the computer to reveal how any competent teacher successfully utilize computer technology. Included are details of dialogue writing, preparing the course syllabus, frame writing.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Designing for Projection

PRODUCER:

DISTRIBUTOR (S): Eastman Kodak Company

ADDRESS: Department 640-B, 343 State Street
Rochester, New York 14650

PHONE: (716) 325-2000

PURCHASE **FREE** X **RENTAL**

PRICE Showing **PRICE**

MEDIA CONTENT AREA: A-V facilities

MEDIA PACKAGE FORMAT: Sound slide program - 80 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Slide projector, cassette or open reel tape player

CONTENTS OF PACKAGE:

DESCRIPTION: Strategies utilized in designing materials for projection purposes

MEDIA TRAINING KITS AND MATERIALS

TITLE: Designing Instructional Visuals

PRODUCER: Jerry Mac Linker

DISTRIBUTOR (S): Instructional Media Center (VIB)

ADDRESS: Univ. of Texas at Austin., P.O. Drawer W, Univ. Station
Austin, Texas 78712

PHONE: (512) 471-3434

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $2.50 **PRICE** ____

MEDIA CONTENT AREA: Visual Media and Local Production

MEDIA PACKAGE FORMAT: Handbook

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ____

CONTENTS OF PACKAGE: Visual analysis, design. Printed language added

DESCRIPTION: This is a general handbook which discusses the need for and psychology of instructional visual material in the classroom. Characteristics of visuals and their integration and the reasons for adding printed language are treated. The systems approach is advocated in the designing of and appropriate use of visual materials.

MEDIA TRAINING KITS AND MATERIALS

TITLE: How to Made an Effective Visual Presentation

PRODUCER:

DISTRIBUTOR (S): VariTyper Corporation

ADDRESS: Newark, New Jersey

PHONE:

PURCHASE ______ **FREE** ______ **RENTAL** ______

PRICE ______ **PRICE** ______

MEDIA CONTENT AREA: Visual presentations

MEDIA PACKAGE FORMAT: 35mm film strip and script

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE:

DESCRIPTION:

MEDIA TRAINING KITS AND MATERIALS

TITLE: How to Prepare a Presentation

PRODUCER: Image and Sound

DISTRIBUTOR (S): National School Public Relations Association

ADDRESS: 1801 North Moore Street
Arlington, Virginia

PHONE: (703) 528-5840

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $18.00 **PRICE** ____

MEDIA CONTENT AREA: Using media in classroom presentations

MEDIA PACKAGE FORMAT: Filmstrip-color, 35mm, 60 frame, sound; two copies of script, choice of record or tape cassette

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector, record or cassette player

CONTENTS OF PACKAGE: Planning, designing, producing, and presenting

DESCRIPTION: This filmstrip and narration gives basic principles of audiovisual communication. Includes tips on: organizing your content and tailoring it to meet the needs of different types of audiences, choosing the best medium - the basic kinds of visual materials and how to use them, writing the script, making charts and diagrams, the best type and lettering for readability, easy ways to make slides of art, words, photos, specimens, textbook materials, the key to making diagrams that get your idea across clearly and quickly

MEDIA TRAINING KITS AND MATERIALS

TITLE: Planning and Producing Audiovisual Materials

PRODUCER: Jerrold E. Kemp (author)

DISTRIBUTOR (S): Chandler Publishing Company (1968)

ADDRESS: 124 Spear Street
San Francisco, California 94105

PHONE: (415) 433-4830

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $8.95 **PRICE** ____

MEDIA CONTENT AREA: A-V materials - 251 pages

MEDIA PACKAGE FORMAT:

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Chapters include: planning A-V materials, photography, graphics, recording sound, filmstrips, overhead transparencies, TV

DESCRIPTION: This book begins with the background and theory of audiovisual communications and then discusses the planning of audiovisual materials. The last sections concern the skills involved including photography, graphics, and recording sound, and the actual production of A-V materials such as photographic print series, slide series, filmstrips, tape recordings, overhead transparencies, motion pictures, and TV and display materials. The appendix lists references, sources for equipment and materials, services available, and even a dossary

MEDIA TRAINING KITS AND MATERIALS

TITLE: Preparation of Inexpensive Teaching Materials

PRODUCER: John E. Morlan (author) (1963)

DISTRIBUTOR (S): Chandler Publishing Company

ADDRESS: 124 Spear Street
San Francisco, California 94105

PHONE: (415) 433-4880

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $3.25 **PRICE** ____

MEDIA CONTENT AREA: Visual teaching materials

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ____

CONTENTS OF PACKAGE: Still projection, mounting tape recording

DESCRIPTION: This book provides clear, well illustrated instructions for preparing a wide variety of teaching materials. Materials and processes described include still projection, mounting and preserving, lettering, bulletin-board utilization, display and study devices, chalkboard and charting, dramatization devices, maps, models, mockups and tape recording

MEDIA TRAINING KITS AND MATERIALS

TITLE: Producing a Multi-media Presentation

PRODUCER: Kathleen Dobberstein and Kathleen Drzick

DISTRIBUTOR (S): National Council of Teachers of English

ADDRESS: 1111 Kenyon Road
Urbana, Illinois 61801

PHONE: (217) 328-3870

PURCHASE X **FREE** ______ **RENTAL** ______

PRICE $1.00 **PRICE** ______

MEDIA CONTENT AREA: Multi-media

MEDIA PACKAGE FORMAT: Booklet - 24 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ______

CONTENTS OF PACKAGE: How to use many types of media and instruction

DESCRIPTION: Authors discuss how they developed a multi-media presentation using a poem, slides, and a recorded soundtrack, offering many helpful suggestions on equipment, scheduling, where to seek advice, etc...

MEDIA TRAINING KITS AND MATERIALS

TITLE: Simplified Techniques for Preparing Visual Instructional Materials

PRODUCER: Ed Minor (author)

DISTRIBUTOR (S): Webster / McGraw Hill

ADDRESS: Manchester Road
Manchester, Missouri 63011

PHONE: (314) 227-1600

PURCHASE X **FREE** ______ **RENTAL** ______

PRICE $3.16 **PRICE** ______

MEDIA CONTENT AREA: Graphics, photography, transparencies

MEDIA PACKAGE FORMAT: Book - 123 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ______

CONTENTS OF PACKAGE: Mounting, lettering, visual techniques, photographs and non-photographic transparencies

DESCRIPTION: A manual of techniques necessary for the preparation of visual instructional materials. Helpful to the teacher without skills in art, graphic art, and photographic techniques and to the more experienced practioner seeking new approaches to production problems. Emphasis is on simplicity. Main sections cover mounting, lettering, visual techniques, color and texture techniques, photographic transparencies, plus a number of appendices

MEDIA TRAINING KITS AND MATERIALS

TITLE: Techniques for Producing Visual Instructional Media

PRODUCER: Ed Minor and Harvey R. Frye (authors)

DISTRIBUTOR (S): Webster / McGraw Hill

ADDRESS: Manchester Road
Manchester, Missouri 63011

PHONE: (314) 227-1600

PURCHASE X **FREE** ______ **RENTAL** ______

PRICE $8.55 **PRICE** ______

MEDIA CONTENT AREA: Filmstrips, slides, overhead transparencies

MEDIA PACKAGE FORMAT: Book - 305 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ______

CONTENTS OF PACKAGE: Instructions in local production of visual instructional media, reference section

DESCRIPTION: Focuses of production techniques in developing audio-visual teaching aids. Clearly and simply written to permit self-instruction. An added feature is text's comprehensive references section including a glossary, annotations to related publications, addresses of suppliers, and a materials and equipment index

MEDIA TRAINING KITS AND MATERIALS

TITLE: Dry Mounting

PRODUCER:

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 140 Lower Westfield Road
Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X **FREE** **RENTAL**

PRICE $14.00 **PRICE**
Student manual $2.00

MEDIA CONTENT AREA: Dry Mounting

MEDIA PACKAGE FORMAT: Set: one filmstrip, 51 frames, record, student manual, basic educational graphics

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: filmstrip projector, record player

CONTENTS OF PACKAGE: Use of dry mount press, treatment of tear sheets prior to dry mounting, use of cover sheet, tacking iron, cutter, matting , framing.

DESCRIPTION: This set provides instruction in the use of the dry mount press. It discusses the treatment of tear sheets and other materials prior to dry mounting. Examples show the use of cover sheet, tacking iron, cutter, matting, and framing. Other topics are advantages of dry mounting, instructional materials, equipment and material necessary, operation, correcting errors, large charts. For individual instruction or as assistance in demonstrations or lectures

MEDIA TRAINING KITS AND MATERIALS

TITLE: Dry Mounting and Laminating Pictures

PRODUCER: Robert Pryor, Robert Horn

DISTRIBUTOR (S): BFA Educational Media

ADDRESS: 2211 Michigan Avenue
Santa Monica, California 90404

PHONE: (213) 829-2901

PURCHASE X **FREE** ___ **RENTAL** X

PRICE $110.00 **PRICE** $6.50

MEDIA CONTENT AREA: Dry mounting and lamination

MEDIA PACKAGE FORMAT: 16mm color film

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: Dry mounting and laminating methods, techniques for captions and permanent pin holes

DESCRIPTION: The film illustrates dry mounting and plastic lamination methods using a dry press, tacking iron and household iron. Techniques for applying captions and punching permanent pin holes to create professional looking study guides are demonstrated.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Dry Mounting Starter Kit

PRODUCER: EMI

DISTRIBUTOR (S): Educational Media, Inc.

ADDRESS: 809 Industrial Way, P.O. Box 39
Ellensburg, Washington 98926

PHONE: (509) 962-2578

PURCHASE X **FREE** ______ **RENTAL** ______

PRICE $2.95 no manual
$3.60 with manual, 85¢ no kit **PRICE** ______

MEDIA CONTENT mounting

MEDIA PACKAGE FORMAT: kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: scissors, pictures

CONTENTS OF PACKAGE: Materials needed to introduce personnel to basic mounting process for up to five participants.

DESCRIPTION: Kit can be used in basic production workshops or courses as well as to introduce building personnel to mounting techniques. Complete and well-illustrated manual provides step-by-step directions. Kit includes: 5 sheets of Chartex, 8 1/2 x 11", 10 sheets of dry mount tissue, 5 sheets of laminating film, 5 sheets of mounting board 8 1/2 x 11", 1 instruction manual.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Dry Mount Your Teaching Picture

PRODUCER: Syracuse University

DISTRIBUTOR (S): Yeshiva University, A-V Center Film Library

ADDRESS: 526 West 187 Street
New York, New York

PHONE: (212) SW56460

PURCHASE ______ **FREE** ______ **RENTAL** X

PRICE ______ **PRICE** $2.50

MEDIA CONTENT AREA: Dry mounting

MEDIA PACKAGE FORMAT: Film, black and white, 10 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: projector, screen

CONTENTS OF PACKAGE: Procedure for dry mounting, advantages and uses.

DESCRIPTION: The use of dry mount tissue and an ordinary iron enables a teacher to mount for classroom use, a variety of valuable teaching pictures collected from many sources. This film shows, step-by-step, the simple procedure required for this type of mounting and indicates the number of advantages, to the students, of still pictures in the classroom.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Films on A-V Production Techniques-Mounting

PRODUCER: Instructional Media Productions, Jerrold Kemp

DISTRIBUTOR (S): Chandler Publishing Company

ADDRESS: 124 Spear Street
San Francisco, California 94105

PHONE: (415) 433-4880

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE $8.00 each **PRICE** _____

MEDIA CONTENT AREA: Mounting

MEDIA PACKAGE FORMAT: 11 black and white films, with purchase of 2 or more films, Instructional Guide is included

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 8mm projector

CONTENTS OF PACKAGE: Dry mounting, using laminating film, rubber cement mounting, cloth mounting, setting grommets.

DESCRIPTION: The films are slow paced. Close-ups of details are shown wherever desirable. 1) Dry Mounting Press, 3 minutes, using a dry mount press and dry mount tissue to mount a magazine picture on cardboard. 2) Dry Mounting Handiron 3 minutes, using hand iron and dry mount tissue to mount a magazine picture on cardboard. 3) Permanent Rubber Cement Mounting 4 minutes, using rubber cement on the back of a picture and on cardboard to permently mount a magazine picture. 4) Mounting, a Two-Page Story 4 minutes, dry mounting a picture that extends across two separate pages in magazine. 5) Mounting a Cut-Out Picture, 3 minutes, dry mounting a picture that requires removal of advertising or other matter from the page around the picture. 6) Mounting: Overcoming Dry Mounting Problems, 2 minutes, preventing the formation of bubbles when dry mounting and what to do if they appear after mounting. 7) Mounting

Using Laminating Film, 4 minutes 45 seconds. dry mounting a mylar film, for protection, over the surface of a mounted picture. Shows other uses for laminating film. 8) Cloth Mounting (roll) 4 minutes dry mounting a large map in one piece on Chartex cloth for rolling during storage. 9) Cloth Mounting (fold) Part I 4 minutes. 10) Cloth Mounting (Fold) Part II 4 minutes 10 seconds. dry mounting a large map, separated into sections, on Chartex cloth for folding during storage. 11) Mounting: Setting Grommets 2 minutes 55 seconds. setting metal grommets (rings) in a cloth-backed map for ease of display.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Laminating

PRODUCER:

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holyoke, Mass. 01040

PHONE: (413) 536-8380

PURCHASE X **FREE** **RENTAL**

PRICE $14.00 **PRICE**
Student manual $2.00

MEDIA CONTENT AREA: Laminating

MEDIA PACKAGE FORMAT: Set: one filmstrip, 49 frames, record, student manual

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector record player

CONTENTS OF PACKAGE: Instructions in laminating instructional materials using the dry mount press.

DESCRIPTION: This set provides instruction in laminating instructional materials using the dry mount press. Advantages of laminating instructional materials, two types of laminating film, set up of dry mount press, laminating film to prepare an instructional print, operating a dry mount press for laminating regular prints and glossy photographs, and laminating large items section by section are topics included. For individual instruction or in use for demonstrations or lectures.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Local Production Learning Packages

PRODUCER: EMI

DISTRIBUTOR (S): Educational Media, Inc.

ADDRESS: 809 Industrial Way, P. O. Box 39
Ellensburg, Washington 98926

PHONE: (509) 962-2578

PURCHASE X **FREE** ______ **RENTAL** ______

PRICE $8.50 **PRICE** ______

MEDIA CONTENT AREA: Lettering, Lamination, Dry Mounting

MEDIA PACKAGE FORMAT: Workbook, loose leaf containing 54 self help cards, self instructional

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Lettering, mounting, laminating, grid enlargement and reduction, accordian book, two copies of each set of directions to be cut apart and mounted to form individual learning packages.

DESCRIPTION: Each self-help card contains: a production task, a definition of the project, step-by-step procedures, helpful hints, source and cost of materials, evaluation criterion for the project. Representative titles are: Wrico lettering, speedball hand lettering, Podge lamination, Seal-lamin lift, Grid enlargement/reduction, dry mount tissue, Accordian book.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Mounting

PRODUCER: Kenneth Getschow

DISTRIBUTOR (S): Special Education Instructional Media Center

ADDRESS: Contra Costa County Dept. of Education
1741 Contra Costa Boulevard

PHONE: Pleasant Hill, California 94523 (415) 689-4212

PURCHASE ______ **FREE** ______ **RENTAL** ______

PRICE ______ **PRICE** ______

MEDIA CONTENT AREA: Mounting with rubber cement

MEDIA PACKAGE FORMAT: leaflet

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ______

CONTENTS OF PACKAGE: Principle, procedure, details of mounting

DESCRIPTION: This leaflet describes the principle behind temporary and permanent mounting with rubber cement. The procedure and details for success in permanent mounting are outlined.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Passe Partout Framing

PRODUCER:

DISTRIBUTOR (S): Audio Visual Utilization Center

ADDRESS: 5448 Cass Avenue
Wayne State University, Detroit, Michigan 48202

PHONE: (313) 577-1980

PURCHASE		**FREE**		**RENTAL**	X
PRICE				**PRICE**	$2.40

MEDIA CONTENT AREA: Mounting and framing

MEDIA PACKAGE FORMAT: Film, color, 10 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: projector, screen

CONTENTS OF PACKAGE: Passe partout framing method, mounting, displaying, filing materials

DESCRIPTION: Shows how flat and three dimensional materials are framed by the passe partout method. Animation and life photography detail the procedures for framing a picture and for mounting and framing a Cecropia moth. Includes suggestions for displaying and filing materials mounted with this method.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Slide Series: Pictures for Teaching

PRODUCER: Instructional Media Productions

DISTRIBUTOR (S): Chandler Publishing Company

ADDRESS: 124 Spear Street
San Francisco, California 94105

PHONE: (415) 433-4880

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $14.00 **PRICE** ____

MEDIA CONTENT AREA: Introduction to picture mounting

MEDIA PACKAGE FORMAT: 36 2x2" color slides and script

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: slide projector

CONTENTS OF PACKAGE: Picture mounting sources, uses, filing methods, examples

DESCRIPTION: A series of color slides that serve as an introduction to picture mounting. The slides show sources for pictures, criteria for picture selection, filing methods, uses for pictures, and examples of mounted pictures. A script is included that describes content of slides and suggests narration

MEDIA TRAINING KITS AND MATERIALS

TITLE: AV Films: Projection and Tape Recording

PRODUCER:

DISTRIBUTOR (S): Audio-Visual Utilization Center

ADDRESS: 5448 Cass Avenue
Wayne State Universith Detroit, Mich. 48202

PHONE: (313) 577-2424

PURCHASE ______ **FREE** ______ **RENTAL** X

PRICE ______ **PRICE** Listed Individually below

MEDIA CONTENT AREA: Projection, still and movies; tape recording

MEDIA PACKAGE FORMAT: Film-b/w, 7 minutes each

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film projector, Screen

CONTENTS OF PACKAGE: Operation of still and movie projectors, splicing, tape recording

DESCRIPTION: The films and their rental prices are:
The Projectionist's Job-basic responsibilities - $1.50
Splicing Motion Picture Film-proper technique - $1.50
Threading the Kodak Pageant Projector-16mm motion picture projector -$1.50
The Tape Recorder-operation and uses - $1.50
Principles of the 16mm Motion Picture Projector - uses - $1.50
Opaque Projector - functions and uses - $1.50

MEDIA TRAINING KITS AND MATERIALS

TITLE: Basic Production Techniques for Motion Pictures (153-8065)

PRODUCER: Kodak

DISTRIBUTOR (S): Eastman Kodak Company

ADDRESS: Dpt. 454
Rochester, N. Y. 14650

PHONE: (716) 325-2000

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $2.00 **PRICE** ____

MEDIA CONTENT AREA: Producing movies

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: How to produce movies

DESCRIPTION: Basic "how-to" information for business, education government, industry, medicine, television

MEDIA TRAINING KITS AND MATERIALS

TITLE: Basic Tilting and Animation for Motion Pictures

PRODUCER: Kodak

DISTRIBUTOR (S): Eastman Kodak Company

ADDRESS: Box 454
Rochester, N. Y. 14650

PHONE: (716) 325-2000

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $1.95 **PRICE** ____

MEDIA CONTENT AREA: Motion Pictures

MEDIA PACKAGE FORMAT: Pamphlet

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Equipment needed, directions for animation

DESCRIPTION: Addressed to the small-scale producer of titles and/or animated films, such as a teacher, trainer, in-plant photography. Sources of equipment needed, bibliography, glossary.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Behind the Camera

PRODUCER: William Kuhns and Thomas F. Giardino

DISTRIBUTOR (S) Pflaum/Standard

ADDRESS: 38 West Fifth Street
Dayton, Ohio 45402

PHONE:

PURCHASE x **FREE** **RENTAL** x

PRICE $3.70 **PRICE** $10.00-Copy of "Sparrow"

MEDIA CONTENT AREA: Filmaking

MEDIA PACKAGE FORMAT: Book with accompanying film (16mm, b/w, 10 minutes)

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: How to make a film for novices; production, lighting, sound, editing

DESCRIPTION: A basic book for beginners which leads them over the technical hurdles of production, lighting, sound, editing, camera setup, lenses, preparing the script, cost and evaluation of systems. A log kept by a group of Pittsburgh High School Students follows the technical instruction and describes their step-by-step production of a film titled "Sparrow". The book concludes with a critical evaluation of the film given by the author and two University of Texas instructors in Advanced Filmmaking.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Bring the World to the Classroom

PRODUCER: Britannica Films

DISTRIBUTOR (S): Britannica Educational Films

ADDRESS: 2494 Teagarden Street
San Leandro, California 94577

PHONE: (415) 483-8220

PURCHASE X **FREE** ____ **RENTAL** X

PRICE $130.00 **PRICE** $7.00

MEDIA CONTENT AREA: Film

MEDIA PACKAGE FORMAT: 16mm film - b/w - 19 minutes
Also available in video cassette

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector or video cassette player, screen

CONTENTS OF PACKAGE: Advantages and proper utilization of classroom films.

DESCRIPTION: Presents carefully selected excerpts from EBE films to illustrate the power of the classroom film in overcoming limitations to learning such as remoteness in space and time, size, verbalism, abstractions, inadequate equipment, and various unique motion picture techniques which facilitate learning. Stresses the need for proper utilization of classroom films.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Choosing a Classroom Film

PRODUCER: McGraw-Hill

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California
Berkeley, California 94720

PHONE: (415) 642-4124

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $6.00 **PRICE** ____

MEDIA CONTENT AREA: Film

MEDIA PACKAGE FORMAT: 16mm film, 18 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: Choosing a film; techniques such as photomicrography, time-lapse photography, animation.

DESCRIPTION: This film illustrates the selectivity which teachers should apply in choosing films for classroom use. It points out the unique advantages of various types of educational films and their photographic techniques. It emphasizes the fact that a film should be chosen to meet the teacher's goals for the class and help complete the behavior changes desired in the students. Techniques illustrated are: photomirography, time-lapse photography, dramatic portrayals, animation. The drama of past or current happenings can be recreated and preserved for future study as often as is necessary.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Facts About Film

PRODUCER: Wayne State University

DISTRIBUTOR (S): Audio-Visual Utilization Center

ADDRESS: 5448 Cass Avenue
Wayne State University, Detroit, Mich. 48202

PHONE: (313) 577-1980

PURCHASE		**FREE**		**RENTAL**	X
PRICE				**PRICE**	$2.15

MEDIA CONTENT AREA: Film

MEDIA PACKAGE FORMAT: Film-b/w. 10 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film Projector. Screen

CONTENTS OF PACKAGE: Characteristics of 35mm and 16mm motion picture film.

DESCRIPTION: Presents the characteristics of 35mm and 16mm motion picture film. explains the operation of 16mm projectors. and shows what to do and what not to do in handling and projecting film. Shows some humor.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Film in the Classroom-Why Use It-How to Use It

PRODUCER: Ralph J. Amelio

DISTRIBUTOR (S): Pflaum/standard

ADDRESS: 38 West Fifth Street
Dayton, Ohio 45402

PHONE:

PURCHASE X **FREE** **RENTAL**

PRICE $4.75 **PRICE**

MEDIA CONTENT AREA: Film

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Organization and operation of a successful film study program

DESCRIPTION: This book reports in detail on how the "Willowbrook Cinema Study Project", originated, nourished and was brought to a flourishing state at Willowbrook High School Villa Park, Illinois, by Amelio and his colleagues. Includes goals and structure of the program, units of study wirtten for it, evaluation, and other information about the organization and operation of a film study program.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Film Learning and Research

PRODUCER: Walter A. Wittich

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California
Berkeley, California 94720

PHONE: (415) 642-4124

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $4.00 **PRICE** ____

MEDIA CONTENT AREA: Film

MEDIA PACKAGE FORMAT: 14 minute 16mm film

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: How the use of well selected teaching films has improved instruction.

DESCRIPTION: This film presents a digest of basic film research which explains how the use of well selected teaching films has improved instruction. The research studies citied demonstrate the relationship of film use to student achievement and accomplishment in reading, science, social studies and related subjects. The information is shown through a combination of charts with appropriate photography of classroom learning situations involving children and their activities, both of which visualize the circumstances in which film learning referred to in the charts was accomplished. The film traces this relationship from the elementary grades through high school.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Films Deliver: Teaching Creatively with Film

PRODUCER: Anthony Schillaci & John M. Culkin, Editors

DISTRIBUTOR (S): Citation Press

ADDRESS: 904 Sylvan Avenue
Englewood Cliffs, N. J. 07632

PHONE: (201) 567-7900

PURCHASE x **FREE** ____ **RENTAL** ____

PRICE $5.25 **PRICE** ____

MEDIA CONTENT AREA: Films

MEDIA PACKAGE FORMAT: Book - 352 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Use of film and TV in classroom. Finding films, setting up facilities

DESCRIPTION: Description of processes and practices that underlie successful use of film and TV in the classroom. Information on how films can be integrated into school programs. Finding films that work, setting up screening and projection facilities, and ordering and renting. Also includes annotated, analytical filmographies of short and feature films, bibliographies of books, periodicals and newsletters, lists of distributors; study guides; and a film title index. Illustrated with photographs.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Film Splicing with the Griswold and Harwald Splicers
Also with the Traid, B & H, and HFC Splicers

PRODUCER: Bailey Films

DISTRIBUTOR (S): Bailey Films, Inc.

ADDRESS: 6509 De Longpre Avenue
Hollywood, California 90028

PHONE: (213) 829-2901

PURCHASE X each **FREE** **RENTAL** X

PRICE B/W $45.00
Color $85.00
PRICE color only $5.00

MEDIA CONTENT AREA: Film splicing

MEDIA PACKAGE FORMAT: Films

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Handling film, determining when a splice is necessary, operating splicer.

DESCRIPTION: These are two separate films designed for showing to personnel in film libraries, individual schools, or wherever splicing is done. Demonstrated are the handling of film in the projector and on the rewinds, determining when a splice is necessary, finding the emulsion side, operating the splicer, using fresh cement and testing the splice. These films are identical except for the splicers demonstrated. Each film is 8 minutes.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Film Tactics

PRODUCER: United World

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California
Berkeley, California 94720

PHONE: (415) 642-4124

PURCHASE X **FREE** **RENTAL**

PRICE $4.00 **PRICE**

MEDIA CONTENT AREA: Film

MEDIA PACKAGE FORMAT: 16mm, 22 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: Includes preparation, effective utilization of films, follow-up activities.

DESCRIPTION: This film was made by the Training Aids Section of the Navy for the purpose of improving utilization of films for teaching purposes. It is recommended for use with teacher training classes. Points stressed are: 1. Preparation of the instructor-the previewing of the film and the planning of the lesson before showing it to the class. 2. Preparation of the students-preparing them for the materials they are to see in the film. 3. Effective utilization of the film material. 4. Follow-up activities.

MEDIA TRAINING KITS AND MATERIALS

TITLE: How to Animate A Gingerbread Boy

PRODUCER: Michael Warshaw (author)

DISTRIBUTOR (S): NEFC's Media Booknook

ADDRESS: Route 2
Finksburg, Md. 21048

PHONE: (301) 795-3000

PURCHASE X **FREE** ___ **RENTAL** ___

PRICE $8.00 **PRICE** ___

MEDIA CONTENT AREA: Film animation

MEDIA PACKAGE FORMAT: Book - 93 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Animation techniques, camera operation and lighting necessary

DESCRIPTION: This book deals with one particular aspect of filmmaking, namely animation-a technique suitable for the student or amateur filmmaker. It explains in detail a wide spectrum of animation techniques. It begins with the assumption that the reader has some basic knowledge about the use of the motion picture camera, although it does cover those aspects in camera operation and lighting that are pertinent to animation. Illustrated.

MEDIA TRAINING KITS AND MATERIALS

TITLE: How to Splice a Film

PRODUCER: AV section, Los Angeles City Schools

DISTRIBUTOR (S): Bailey Films, Incorporated

ADDRESS: 6509 De Longpre Avenue
Hollywood, California 90028

PHONE: (213) 829-2901

PURCHASE	X	**FREE**		**RENTAL**	
PRICE	$6.00			**PRICE**	

MEDIA CONTENT AREA: Film splicing

MEDIA PACKAGE FORMAT: Filmstrip

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: How to splice 16mm motion picture film - one 38 frame color filmstrip boxed

DESCRIPTION: A practical, visual guide for all who must splice motion picture film. Shows the composition of 16mm sound film and the function of film cement. Demonstrates the handling of film in the projector and on the rewinds, determining when a splice is necessary, finding the emulsion side, operating a Griswold splicer, the importance of using fresh cement, and testing the splice.

MEDIA TRAINING KITS AND MATERIALS

TITLE: How to Splice a Film

PRODUCER: Michigan State University

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California
Berkeley, California 94720

PHONE: (415) 642-4124

PURCHASE X FREE ______ RENTAL ______

PRICE $4.00 PRICE ______

MEDIA CONTENT AREA: Film

MEDIA PACKAGE FORMAT: 16mm film, 10 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: Tools, procedure, film cement, precautions

DESCRIPTION: Film splicing explained by means of demonstrations. The tools to use in splicing step-by-step procedure; testing for a good splice; checking film cement; examples of poor splices; precautions to avoid problems. Makes use of humor, montages, and progressive repetitions to point out errors to be avoided. Splicing sequences are shown from the film editor's viewpoint.

MEDIA TRAINING KITS AND MATERIALS

TITLE: How to Use Classroom Films

PRODUCER: McGraw-Hill

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California
Berkeley, California 94720

PHONE: (415) 642-4124

PURCHASE X **FREE** **RENTAL**

PRICE 6.00 **PRICE**

MEDIA CONTENT AREA: Films

MEDIA PACKAGE FORMAT: 16mm film, 15 minues

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: Selecting films, preparing for use, class readiness, showing film, follow-up activities.

DESCRIPTION: This film demonstrates the creative responsibility of the teacher throughout the five basic steps in using a classroom film: Selecting the film; Preparing for its use; Developing class readiness; Showing the film; Managing follow-up activities. Each strip is dramatized in actual classroom situations where students are seen gaining maximum educational value from films. Also demonstrated are effective techniques for use of educational film in the classroom.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Let Them Learn

PRODUCER: Britannica Films

DISTRIBUTOR (S): Encyclopedia Britannica Educational Films

ADDRESS: 2494 Teagarden Street
San Leandro, California 94577

PHONE: (415) 483-8220

PURCHASE X **FREE** ____ **RENTAL** X

PRICE $200.00 **PRICE** $11.00

MEDIA CONTENT AREA: Film

MEDIA PACKAGE FORMAT: 16mm film - color - 27 minutes
Also available in video cassette

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector, or video cassette player, screen

CONTENTS OF PACKAGE: Characteristics of educational films, uses in teaching situations.

DESCRIPTION: A teacher education film examining the characteristics of educational films that make them significant teaching materials. It illustrates the ways a film can be used in a planned or spontanious teaching situation. Classroom vignettes and excerpts show that when AV materials and equipment are available, the "teachable moment" can be taken advantage of fully.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Making Films That Teach

PRODUCER: Encyclopedia Britannica Films

DISTRIBUTOR (S): Yeshiva University AV Center Film

ADDRESS: 526 West 187th Street
New York, N. Y.

PHONE: (212) SW5-6460

PURCHASE ______ **FREE** ______ **RENTAL** x

PRICE ______ **PRICE** $5.00

MEDIA CONTENT AREA: Films

MEDIA PACKAGE FORMAT: Film-b/w with color sequence, 19 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film projector, screen

CONTENTS OF PACKAGE: Producing a film, different types of production

DESCRIPTION: The research involved in the development of a teaching film is shown, along with the role of the collaborator and prepartion of the script. It illustrates different types of production-historical, dialogue, location, and techniques such as time-lapse photography, animation, and x-ray photography. special sequence in full color is included.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Making It Move

PRODUCER: John Trojanski and Louis Rockwood

DISTRIBUTOR (S): Pflaum/Standard

ADDRESS: 38 West Fifth Street
Dayton, Ohio 45402

PHONE:

PURCHASE X FREE RENTAL

PRICE Student Handbook - $3.25 PRICE
Teacher's manual - 2.50 16mm animation film - $25.00

MEDIA CONTENT AREA: Film

MEDIA PACKAGE FORMAT: 16mm film, handbook, teacher's manual

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: How film animation works and how to direct the production of your own film.

DESCRIPTION: This program helps the teacher and student understand how film animation works, and how to direct the production of their own films. It includes a handbook, manual, and 16mm film which illustrates each kind of animation, such as the hand-make film, puppet-doll animation, object, animation, kinetasis, pixillations, cut-out animation or a combination of types. The teacher's guide lists cameras, light meters, film, lighting equipment, tripods and projectors that are available.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Media Manuals

PRODUCER: Gerald Millerson, director

DISTRIBUTOR (S): Hastings House publishers

ADDRESS: 10 East 40th Street
New York, N. Y. 10016

PHONE: (212) 689-5400

PURCHASE x **FREE** **RENTAL**

PRICE **PRICE**

MEDIA CONTENT AREA: TV, film

MEDIA PACKAGE FORMAT: Manuals

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: TV staging, camera operation, film and the lab.

DESCRIPTION: This series aims to provide basic introductions to the basic production elements of the audio-visual media. Included are: Basic TV Staging, TV Camera Operation, The Use of Microphones, Your Film and the Lab.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Operation and Care of the Kodak Pageant Projector

PRODUCER: IFB

DISTRIBUTOR (S): International Film Bureau Inc.

ADDRESS: 332 South Michigan Avenue
Chicago, Illinois 60604

PHONE: (312) 427-4545

PURCHASE X **FREE** ______ **RENTAL** X

PRICE $120.00 **PRICE** $5.00

MEDIA CONTENT AREA: 16mm Film Projector

MEDIA PACKAGE FORMAT: Film-color, 11 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film Projector

CONTENTS OF PACKAGE: Operation and care of Kodak Pageant Projector

DESCRIPTION: The Pageant is set up for the viewer; the reel arms are fixed in place, the speaker is properly located and connected, the master control starts the motor for forward and turns on the lamp, the picture image is focused on the screen by rotating the projector lens, the frame line is adjusted to the screen, and tone balance and volume are set. In a detailed sequence, the threading of the film and the rewinding of film as needed are shown. Cleaning of film path channels and replacement of lamps are demonstrated in a section covering several maintenance techniques.

MEDIA TRAINING KITS AND MATERIALS

TITLE: New Dimensions Through Teaching Films

PRODUCER: Coronet Films

DISTRIBUTOR (S): University of South Dakota Film Library

ADDRESS: Extension Division
Vermillion, South Dakota 57069

PHONE: (605) 677-5281

PURCHASE X **FREE** **RENTAL** X

PRICE $100.00 color **PRICE** $9.75 color

MEDIA CONTENT AREA: Films

MEDIA PACKAGE FORMAT: Film - 27 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Role of educational film

DESCRIPTION: An Instructional Materials Center emphasizes the modern role of the educational film as a basic curriculum tool.

MEDIA TRAINING KITS AND MATERIALS

TITLE: New Tools for Learning

PRODUCER: Encyclopaedia Britannica Films

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California
Berkeley, California 94720

PHONE: (415) 642-4124

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $7.00 **PRICE** ____

MEDIA CONTENT AREA: Audiovisual materials, special emphasis-motion pictures

MEDIA PACKAGE FORMAT: 16mm film, 19 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: Contribution of AV materials to education today, examples are made of the film medium.

DESCRIPTION: Our performance in various areas of national life-food production, health, and transportation-has been made possible by the development and use of new tools to do the job. What new tools are we bringing to the important task of teaching? This film will help promote a better understanding of the contribution of audiovisual materials to education today. Special emphasis is given to the motion picture. Actual classroom episodes document examples in the use of the film medium.

MEDIA TRAINING KITS AND MATERIALS

TITLE: New Tools for Learning

PRODUCER: University of Chicago

DISTRIBUTOR (S): Yeshiva University AV Center Film Library

ADDRESS: 526 West 187th Street
New York, N. Y.

PHONE: (212) SW5-6460

PURCHASE ____ **FREE** ____ **RENTAL** X

PRICE ____ **PRICE** $5.00

MEDIA CONTENT AREA: AV materials, films

MEDIA PACKAGE FORMAT: Film-b/w, 20 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film projector

CONTENTS OF PACKAGE: Effective uses of AV materials, especially films

DESCRIPTION: Purpose of this film is to promote a better understanding of the use of audio-visual materials in education, and to suggest effective methods of film-use along with a wide range of other materials of instruction. Attention is called to progress in our economic life brought about by development and use of new and better tools. It emphasizes the importance of new tools in teaching and learning.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Practical Film Making

PRODUCER: Encyclopaedia Britannica Educational Corp.

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California
Berkeley, California 94720

PHONE: (415) 642-4124

PURCHASE ____ **FREE** ____ **RENTAL** x

PRICE ____ **PRICE** $16.00

MEDIA CONTENT AREA: Film

MEDIA PACKAGE FORMAT: Film - 19 minutes, color

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Elements Iinvolved in making a film

DESCRIPTION: Depicts the essential elements involved in making a film, showing step-by- step the production of a low-budget independent feature film. Stresses the importance of planning, organization, and efficiency in making a film at low cost, beginning with selecting a script, a location, and a crew, and carrying on through the actual shooting. Includes interviews with director, sound technician and many others. Shows lighting a set, positioning microphones, shooting exterior and interior scenes, and editing footage.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The 8mm Film: Its Emerging Role in Education

PRODUCER: United States Government

DISTRIBUTOR (S): US Government Film Services

ADDRESS: DuArt Film Laboratories, Inc.
245 West 55th Street, New York, N. Y. 10019

PHONE: (212) PL4580

PURCHASE x **FREE** **RENTAL**

PRICE $85.98 **PRICE**

MEDIA CONTENT AREA: 8 mm film

MEDIA PACKAGE FORMAT: 16 mm film - sound, color, 28 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector, screen

CONTENTS OF PACKAGE: Uses of 8 mm film in education, present and future.

DESCRIPTION: Based on six years of exploring the educational potential of 8mm film, program presents a sampling of activities in the field and suggests both the current state and future promise of the role of 8mm film in education.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Celluloid Curriculum

PRODUCER: Richard A. Maynard, Author

DISTRIBUTOR (S): Hayden Book Company Inc.

ADDRESS: 116 West 14th Street
New York, N. Y. 10011

PHONE: (212) 751-5530

PURCHASE X **FREE** **RENTAL**

PRICE $7.95 **PRICE**

MEDIA CONTENT AREA: Films

MEDIA PACKAGE FORMAT: Book-288 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Film as part of the curriculum, filmography

DESCRIPTION: Shows how to channel the impact of films to revitalize the curriculum. Two distinct teaching approaches are described with fully developed classroom units. Also covered are fine points of scheduling, funding, and film rental. An extensive bibliography and filmography are included.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Film and You (Using the Classroom Film)

PRODUCER: Bailey Films in collaboration with Del Shelley and Ardith Shelly

DISTRIBUTOR (S): Bailey Films, Inc.

ADDRESS: 6509 De Longpre Avenue
Hollywood, California 90028

PHONE: (213) 829-2901

PURCHASE X **FREE** ____ **RENTAL** X

PRICE B/W $85.00
Color $150.00

PRICE Color only $8.00

MEDIA CONTENT AREA: Film

MEDIA PACKAGE FORMAT: Film

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: How to prepare class for film, follow-up activities.

DESCRIPTION: The film opens as an elementary school principal points out ways in which a teacher can make her work more effective by utilizing instructional aids. We see how a class is prepared for the showing and afterwards, how the full value of the film is enhanced and retained through a variety of follow-up activities. Emphasized is the importance of having proper background enrichment materials in the classroom. 14 minutes.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Motion Picture and the Teaching of English

PRODUCER: Appleton-Century Crofts; National Council of Teachers of English

DISTRIBUTOR (S): Teaching Films Custodians

ADDRESS: 25 West 43rd Street
New York, N.Y. 10036

PHONE: (212) OX5-1640

PURCHASE **FREE** **RENTAL**

PRICE **PRICE**

MEDIA CONTENT AREA: Films

MEDIA PACKAGE FORMAT: Book - 168 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Approaches to studying film.

DESCRIPTION: Analyzes approaches to studying film; photographs illustrate the relationship of film to the study of literature, language, and composition. Concentrates on the essential differences between film and other media, with implications for teaching. Also discusses many film classics.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Teaching Film in Primary Education

PRODUCER: UNESCO

DISTRIBUTOR (S): UNESCO Publications Center

ADDRESS: 317 E. 34th Street
New York, N. Y. 10016

PHONE:

PURCHASE X **FREE** **RENTAL**

PRICE $1.00 **PRICE**

MEDIA CONTENT AREA: Film

MEDIA PACKAGE FORMAT: Book - 51 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: The Place of Film in Primary Education

DESCRIPTION: Contains three parts-the teacher, the pupil and the film; the pace of the film in the teaching of various subjects; technical considerations.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Technique of Film Animation

PRODUCER: John Halas and Roger Manvell, authors

DISTRIBUTOR (S): Hastings House Publishers

ADDRESS: 10 East 40th Street
New York, N. Y. 10016

PHONE: (212) 689-5400

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $12.95 **PRICE** ____

MEDIA CONTENT AREA: Film Animation

MEDIA PACKAGE FORMAT: Book-360 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Animation with sections on color, instructional films, story board, puppet films, 3-D

DESCRIPTION: Animation techniques for film and TV with sections on color, soundtrack, TV commercials, animation for public relations, instructional and educational films, storyboard, puppet films, 3-D animation.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Unique Contribution

PRODUCER: Britannica Films

DISTRIBUTOR (S): Encyclopaedia Britannica Educational Corp.

ADDRESS: 2494 Teagarden Street
San Leandro, California 94577

PHONE: (415) 483-8220

PURCHASE X **FREE** X **RENTAL** X

PRICE $165.00 *See Below **PRICE** $9.00
see "description"

MEDIA CONTENT AREA: Films

MEDIA PACKAGE FORMAT: 16mm film - color - 30 minutes
Also available in video cassette

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector or video cassette player

CONTENTS OF PACKAGE: Film in education, characteristics of good educational film.

DESCRIPTION: Considers the elements in motion pictures that do a unique job in teaching, and examines the cinematic devices which contribute to the well-researched and expertly produced educational film. Presents several outstanding examples of educational films. Available *without charge to boards of education, PTA groups, civic organizations, audio-visual classes, and other educational activities, for showing.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Whys and How of Student Film Making

PRODUCER: Urban Media Materials, Inc.

DISTRIBUTOR (S): Urban Media Materials, Inc.

ADDRESS: 212 Mineola Avenue
Roselyn Heights, N. Y. 11577

PHONE: (516) 484-4130

PURCHASE x FREE ___ RENTAL ___

PRICE $28.50 w/records & filmstrips
30.50 w/cassettes & filmstrips
PRICE ___

MEDIA CONTENT AREA: Film making

MEDIA PACKAGE FORMAT: 2 color filmstrips and records, or 2 filmstrips and cassettes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector and record player or cassette player

CONTENTS OF PACKAGE: Role of filmmaking in education, how to do it suggestions

DESCRIPTION: A teacher training program designed to help new and beginning teachers understand the role of filmmaking in education and the importance of visual literacy as a communications skill. This program explains the philosophy behind these concepts, gives specific examples of how filmmaking can be used at all grade levels, and provides some simple "how to do it" suggestions. The teachers' guide for this program consists of the 326-page book listed as Proceedings-First National Conferences on Visual Literacy (6.95)

MEDIA TRAINING KITS AND MATERIALS

TITLE: Using the Classroom Film

PRODUCER: Britannica Films

DISTRIBUTOR (S): Encyclopaedia Britannica Educational Corp

ADDRESS: 2494 Teagarden Street
San Leandro, California 94577

PHONE: (415) 483-8220

PURCHASE X **FREE** ____ **RENTAL** X

PRICE $130.00 **PRICE** $7.00

MEDIA CONTENT AREA: Film

MEDIA PACKAGE FORMAT: 16mm film - b/w - 24 minutes
Also available in video cassette

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector or video cassette player

CONTENTS OF PACKAGE: Using film in classroom: selection, preparation, classroom discussion

DESCRIPTION: Demonstrates accepted methods of teaching with classroom films. Follows the teacher as he selects and previews the film, prepares the film lesson, and guides classroom discussion before and after screening the EBE film "Wheat Farmer". A stimulating portrayal of basic techniques and possibilities of teaching with films.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Using Motion Film in the Classroom

PRODUCER:

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holyoke, Ma. 01040

PHONE: (413) 536-8380

PURCHASE X **FREE** **RENTAL**

PRICE Super-8 sound cartridge $120.00, 16mm Motion Picture $120.00 **PRICE**

MEDIA CONTENT AREA: Motion Film

MEDIA PACKAGE FORMAT: Set: Motion Picture, student manual (Conventional Media)
Length of film is 10 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:
Super-8 or 16mm projector

CONTENTS OF PACKAGE: Applications of film to classroom use.

DESCRIPTION: This set features various motion picture techniques and their applications to instructional use. The set describes procedures for proper film utilization. Steps for proper film utilization and using motion film in innovative ways are also included. For individual use in demonstrations or lectures.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Accent on Learning

PRODUCER: Ohio State University Department of Photography

DISTRIBUTOR (S): Film Distribution Supervisor, Motion Picture Div

ADDRESS: The Ohio State University, 1885 Neil Avenue
Columbus, Ohio 43210

PHONE: (614) 422-6446

PURCHASE X **FREE** ______ **RENTAL** X

PRICE $95 **PRICE** $7

MEDIA CONTENT AREA: Recordings, Lantern Slides, Filmstrips, Motion Pictures

MEDIA PACKAGE FORMAT: Film - 29 minutes, b/w, sound

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Use of lectures, blackboards, charts, recordings, lantern slides, demonstrations, filmstrips, models, motion pictures, other teaching aids.

DESCRIPTION: The purposeful use of lecture, blackboard, charts, recordings, lantern slides, demonstrations, filmstrips, models, motion pictures, and other teaching aids is shown. Of interest to instructional staffs of colleges and universities, and to teachers on the elementary and secondary levels. English and Spanish narrations available.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Children Learn From Filmstrips, No 6042

PRODUCER: Nat'l Film Board of Canada

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California
Berkeley, California 94720

PHONE: (415) 642-6000

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $6.00 **PRICE** ____

MEDIA CONTENT AREA: Filmstrips

MEDIA PACKAGE FORMAT: 16mm film, 16 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: Uses of filmtrips in classrooms and ideas of ways to use them

DESCRIPTION: This film illustrates effective uses of a filmstrip in actual classroom situations and gives teachers many imaginative ways in which to use them. The film points out that "a filmstrip doesn't take the place of anything on the curriculum, but used with imagination, it can lead the child into a subject-into learning-in a way which is as natural as breathing. For we see before we understand-we see before we can express."

MEDIA TRAINING KITS AND MATERIALS

TITLE: Draw Your Own Filmstrips or Slides

PRODUCER:

DISTRIBUTOR (S): David C. Cook Publisher Co

ADDRESS: School Products Division
Elgin, Illinois 60120

PHONE: (312) 741-2400

PURCHASE X **FREE** **RENTAL**

PRICE $17.75, extra 25ft of film - $7.95 **PRICE**

MEDIA CONTENT AREA: Filmstrips and Slides

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector, felt-tip markers, typewriter, ink pens

CONTENTS OF PACKAGE: Film, 10 pencils, 10 plastic containers, 10 blank labels, 2ft of film for slides, 20 reusable 35mm slide mounts, instructions.

DESCRIPTION: Do it yourself-draw, type or print on the special film with the 10 colored pencils included, or felt-tip-markers, typewriter or ink pens, then project. Film is reusable - markings remove with a damp cloth. Includes 25ft of special film for filmstrips, 10 special pencils in assorted colors, 10 plastic containers for storing filmstrips, 10 blank labels, 2ft of film for making slides, and 20 reusable 35mm slide mounts. Instructions. Everything in 12 1/2 x 7 3/4 x 2 3/4 inch case that stores like a book

MEDIA TRAINING KITS AND MATERIALS

TITLE: Facts You Should Know About Filmstrips

PRODUCER:

DISTRIBUTOR (S): Frank Holmes Laboratories, Inc

ADDRESS: 1947 First Street
San Fernando, California

PHONE: (213) 365-4501

PURCHASE X **FREE** . **RENTAL**

PRICE $2.50 **PRICE**

MEDIA CONTENT AREA: Filmstrips

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Chapters: Research and media, guide to a good filmstrip, preparation, planning and producation

DESCRIPTION: The reader's feelings about media and how to properly evaluate is first discussed. Then actual techniques of preparation, planning, and production are described. A question and answer section, a glossary, a chapter on sound, and a bibliography complete the book.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Filmstrip Usage

PRODUCER: Education Media Laboratory - Texas

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $14.00 **PRICE** ____

MEDIA CONTENT AREA: Filmstrip

MEDIA PACKAGE FORMAT: Set: Filmstrip (26 frames), Cassette, Student Manual (Conventional Media)

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector, Cassette player

CONTENTS OF PACKAGE: Types of filmstrip projectors, care and use of filmstrips, instructional uses

DESCRIPTION: This set discusses a number of types of filmstrip projectors, and the proper care and use of filmstrips. It stresses the flexible uses of filmstrips for various instructional situations. Also includes: operation of projectors, advantages and disadvantages of using filmstrips, steps to cover before actually using a filmstrip for instruction, preparing a plan for filmstrip usage, including follow-up activities. For individual instruction or for use in demonstrations or lectures.

MEDIA TRAINING KITS AND MATERIALS

TITLE: How to Plan Tape-Filmstrip Multi Media Lessons

PRODUCER: Mt. San Jacinto College

DISTRIBUTOR (S): Multi Media Office - Mt. Jacinto College

ADDRESS: 21400 Highway 79
Gilman Hot Springs, Ca 92340

PHONE: (714) 654-7321 Ext 56

PURCHASE X **FREE** **RENTAL**

PRICE $14 **PRICE**

MEDIA CONTENT AREA: Tapes, Filmstrip

MEDIA PACKAGE FORMAT: Kit - audio tape, filmstrip (47 frames), worksheet, post-test

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Cassette or Reel - to - Reel Tape Player, Filmstrip Projector

CONTENTS OF PACKAGE: Criteria for selection of material, planning coordination to tape to filmstrip and worksheet

DESCRIPTION: This lesson will assist you in planning and preparing multi media lessons. It explains the multi media system and criteria for selecting material for tape-filmstrip lessons. Comparisons are made between programmed instruction and modified programmed instruction. Explanation is given of small and large group sessions. Discusses methods of checking and evaluating student progres. Defines goal planning and gives three basic elements for developing performance objectives. Useful information for planning scripts and coordinating tape to filmstrip and worksheet.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Idea - Preparing Economical Black and White Filmstrips

PRODUCER: Special Education Resource Center

DISTRIBUTOR (S): Special Education Resource Center

ADDRESS: 275 Windsor Avenue
Hartford, Conn 06120

PHONE: (203) 246-8514 or 233-4551

PURCHASE X **FREE** **RENTAL**

PRICE $25 (approximately) **PRICE**

MEDIA CONTENT AREA: Filmstrips

MEDIA PACKAGE FORMAT: Single Sheet

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: How to prepare black and white filmstrips

DESCRIPTION: This instruction sheet shows how to make your own black and white filmstrips. The steps include preparation, exposure, bulk loading of 35mm film, and details for the development of film. Three sound filmstrips 1) developing black and white (filmstrips) 2) overhead transparencies 3) slides

MEDIA TRAINING KITS AND MATERIALS

TITLE: Making Slide Duplicates, Titles and Filmstrips

PRODUCER: Rothschild (Author) 1965

DISTRIBUTOR (S): Chilton Book Co

ADDRESS: Radnor, Pennsylvania 19089

PHONE: (215) 687-8200

PURCHASE ____ **FREE** ____ **RENTAL** ____

PRICE ____ **PRICE** ____

MEDIA CONTENT AREA: Duplicates, titles, filmstrips

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: How to make slide duplicates titles and filmstrips

DESCRIPTION: Explicit directions with charts and photographs to show various cameras as well as procedures for making duplicates

MEDIA TRAINING KITS AND MATERIALS

TITLE: Making The Most of Filmstrips

PRODUCER:

DISTRIBUTOR (S): Curriculum Materials Corp

ADDRESS: 1319 Vine Street
Philadelphia, Pa 19107

PHONE: (215) MA 7-4600

PURCHASE X **FREE** . **RENTAL**

PRICE set of 4 - $59, each - $18 **PRICE**

MEDIA CONTENT AREA: Filmstrips in Lesson Plans

MEDIA PACKAGE FORMAT: Filmstrips

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Filmstrips showing the benefits of filmstrips in classroom use and a sample lesson

DESCRIPTION: These four, 150 frame color filmstrips aim to help teachers achieve more effective teaching with filmstrips.

1. Solving a Critical School Problem - analysis of a controlled test shows how filmstrips supply mental images for learning before and during the new learning.
2. Helping the Curriculum Expand - illustrates how all children rise in achievement, and faster learners go deeper into learning with filmstrips.
3. Helping Education Fulfill Its Role in a Democracy - how filmstrips assist in helping the child achieve a deeper understanding of our

American tradition of government and human rights, of other countries, and of America's place in the world.

4. A Sample Lesson - extracts from a two-day lesson introducing a unit on Climate and Man around the world, including children's comments, and responses. Analysis of parts of the lesson: Preparation, New Learning, Consolidation and Extension.

A 20-minute recording is included with each filmstrip

MEDIA TRAINING KITS AND MATERIALS

TITLE: Planning and Producing Handmade Slides and Filmstrips for the Classroom

PRODUCER: Arthur Ring © 1974

DISTRIBUTOR (S): Fearon Teacher Aids

ADDRESS: 6 Davis Drive
Belmont, Ca 94002

PHONE: (415) 592-7810

PURCHASE X **FREE** **RENTAL**

PRICE $2.75 **PRICE**

MEDIA CONTENT AREA: Slides, Filmstrips

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE:

DESCRIPTION:

MEDIA TRAINING KITS AND MATERIALS

TITLE: Producing Effective Audiovisual Presentations

PRODUCER:

DISTRIBUTOR (S): Media Research and Development

ADDRESS: Arizona State University
Tempe, Arizona 85281

PHONE: (602) 965- 4807

PURCHASE X **FREE** . **RENTAL**

PRICE $15-$90 **PRICE**

MEDIA CONTENT AREA: Filmstrips

MEDIA PACKAGE FORMAT: An instructional guide which outlines strategies for utilization of the series

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Automatic filmstrip cassette projector, projector, or viewer

CONTENTS OF PACKAGE: Six color sound filmstrips, 75 frames each

DESCRIPTION: 1) Planning - discusses the process of planning and designing effective audiovisual presentations, 2) Graphics - illustrates the techniques and materials for preparing effective art work for use in audiovisual presentations, 3) Photography - presents techniques for preparing the photo portion, 4) Photographic Copying - principles and processes of photos, 5) Sound Recording - techniques and equipment utilized, 6) Presentation Systems - illustrates various systems for presenting an audiovisual message.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Producing Slides and Filmstrips

PRODUCER: Kodak

DISTRIBUTOR (S): Eastman Kodak Co

ADDRESS: Rochester, New York

PHONE: (716) 325-2000

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $1.00 **PRICE** ____

MEDIA CONTENT AREA: Slides and Filmstrips

MEDIA PACKAGE FORMAT: Handbook

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Chapters on: Planning, Films, Producing Slides, Producing Filmstrips

DESCRIPTION: This book is designed to help the small-scale producer of audiovisual presentations prepare professional slide sets and filmstrips with ordinary photographic equipment. It shows how to plan an audiovisual logically, what films to use, how to make a simple copying stand for much less than $10, how to utilize the light sources you already own. Other sections describe production of slides and filmstrips from equipment to copying.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Selected Sequences from New SVE Film Strips (Part 1 and 2)

PRODUCER: Wayne State

DISTRIBUTOR (S): Wayne State University, A-V Utilization Center

ADDRESS: 5448 Cass Avenue
Detroit, Michigan 48202

PHONE: (313) 577-1980

PURCHASE ______ **FREE** ______ **RENTAL** X

PRICE ______ **PRICE** $2

MEDIA CONTENT AREA: Filmstrips

MEDIA PACKAGE FORMAT: Filmstrips - 69 frames each, color

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Types of filmstrips, techniques for uses

DESCRIPTION: A demonstration filmstrip. Their specific purpose are 1) to illustrate various types of filmstrips, 2) to provide newly-released filmstrip demonstration material and, 3) to illustrate a variety of techniques for different grade levels and subject areas.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Simplified Filmstrip Production

PRODUCER: Wayne State

DISTRIBUTOR (S): Wayne State University., A-V Utilization Center

ADDRESS: 5448 Cass Avenue
Detroit, Michigan 48202

PHONE: (313) 577-1980

PURCHASE ____ **FREE** ____ **RENTAL** X

PRICE ____ **PRICE** $2

MEDIA CONTENT AREA: Filmstrip

MEDIA PACKAGE FORMAT: Filmstrip - 40 frames, black and white

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Local production of filmstrips

DESCRIPTION: Outlines a method by which any amateur photographer can produce filmstrips locally with a 35mm camera.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Starex Classroom Filmstrip Kit

PRODUCER:

DISTRIBUTOR (S): Starex Incorporated

ADDRESS: 655 Schuyler Avenue
Kearney, New Jersey 07032

PHONE: (201) 997-1555

PURCHASE X **FREE** **RENTAL**

PRICE $32.50 **PRICE**

MEDIA CONTENT AREA: Filmstrip

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: 32 filmstrip cans, frosted film for 50 frames, markers, layout sheets, transfer sheets, and burnishers

DESCRIPTION: The filmstrip kit provides enough material for an entire class to participate. The kit promotes classroom involvement. Learning disabled child and the gifted child can benefit from this activity

MEDIA TRAINING KITS AND MATERIALS

TITLE: Stripette Film Kit

PRODUCER:

DISTRIBUTOR (S): Starex Incorporated

ADDRESS: 655 Schuyler Avenue
Kearney, New Jersey 07032

PHONE: (201) 997-1555

PURCHASE X **FREE** **RENTAL**

PRICE $13.50; $2.50 extra w/cassette **PRICE**

MEDIA CONTENT AREA: Slides, Filmstrips

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Self-teaching illustrated booklet and accompanying record, 25 ft of 35mm frosted film, 3-2x2 slide frames, 5 colored pencils, pencil sharpner, 3 empty plastic filmstrip cans with labels, and a spirit master to make extra work sheets

DESCRIPTION: Create customized visuals to fit specific needs in all areas of the curriculum. The slides and filmstrips can be made permanent or they can be used over again

MEDIA TRAINING KITS AND MATERIALS

TITLE: Teaching With A Filmstrip

PRODUCER: Wayne State

DISTRIBUTOR (S): Wayne State University., A-V Utilization Center

ADDRESS: 5448 Cass Avenue
Detroit, Michigan 48202

PHONE: (313) 577-1930

PURCHASE ____ **FREE** ____ **RENTAL** X

PRICE ____ **PRICE** $2

MEDIA CONTENT AREA: Filmstrip

MEDIA PACKAGE FORMAT: Filmstrip - 46 frames, black and white

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Uses of slidefilms in teaching

DESCRIPTION: Revised edition of "Slidefilm in Teaching". Explains the nature and purpose of the slide-film, its applications and techniques of use in education, and its relation to other teach-tools used by the teacher.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Teaching with Visual Materials

PRODUCER: McGraw-Hill Films

DISTRIBUTOR (S): Creative Visuals

ADDRESS: Box 1911-0-RP
Big Springs, Texas 79720

PHONE: (915) 267-8791

PURCHASE X FREE ______ RENTAL ______

PRICE 6 filmstrips $49., each $8.50 PRICE ______

MEDIA CONTENT AREA: ______

MEDIA PACKAGE FORMAT: Filmstrips

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Bulletin Boards, Flannel Board, Posters, Chalkboard

DESCRIPTION: Helpful in promoting teacher interest in visual teaching and in providing practical suggestions for effective use as visual teaching devices. Average length 38 frames., Exciting Bulletin Boards Part 1 and Part 11., The Flannel Board., Posters for Teaching., The Chalkboard, Part 1 and Part 11

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Projectionist in Action

PRODUCER: Staff of Educational Filmstrips

DISTRIBUTOR (S): Educational Filmstrips

ADDRESS: 1401 19th Street
Huntsville, Texas 77340

PHONE: (713) 295-5767

PURCHASE X **FREE** **RENTAL**

PRICE set $18 **PRICE**

MEDIA CONTENT AREA: Projection - film and filmstrips

MEDIA PACKAGE FORMAT: Filmstrips - color captioned

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip Projector, Screen

CONTENTS OF PACKAGE: Operation and care of filmstrip and motion picture projectors

DESCRIPTION: Practical information for teachers on how to operate and care for AV equipment. Filmstrip titles are:

1. Operating the filmstrip projector
2. Operating the motion picture projector
3. Trouble shooting the motion picture projector

MEDIA TRAINING KITS AND MATERIALS

TITLE: Tips On Slide Films (1426-7)

PRODUCER: Wayne State

DISTRIBUTOR (S): Wayne State University., A-V Utilization Center

ADDRESS: 5448 Cass Avenue
Detroit, Michigan 48202

PHONE: (313) 577-1980

PURCHASE ____ **FREE** ____ **RENTAL** X

PRICE ____ **PRICE** $2

MEDIA CONTENT AREA: Slide Films

MEDIA PACKAGE FORMAT: Filmstrip - 92 frames, Black and White

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Use of projectors, effective presentations

DESCRIPTION: Shows how to use various types of slidefilm projectors, care of the projector and trouble shooting, how to arrange the room for a most effective showing and what preparations to make before the class assembles.

MEDIA TRAINING KITS AND MATERIALS

TITLE: "U" Film Kit - Make Your Own Filmstrips

PRODUCER: Hudson Photographic Industries, N.Y., N.Y.

DISTRIBUTOR (S): NASCO - West

ADDRESS: P.O. Box 3837
Modesto, California 95352

PHONE: (209) 529-6957

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $12.95 **PRICE** ____

MEDIA CONTENT AREA: Filmstrips

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip Projector

CONTENTS OF PACKAGE: Materials necessary to make your own filmstrips, applications manual

DESCRIPTION: Write, type or draw your own filmstrips. Specially treated, standard 35mm filmstrip material is erasable and inexpensive

25 ft roll of "U" film
4 colored marker pens
10 storage cans
10 blank can labels
1 splicer block
splicing tapes,
applications manual

MEDIA TRAINING KITS AND MATERIALS

TITLE: Using Conventional Media

PRODUCER: Roy Frye, Educational Media Laboratories

DISTRIBUTOR (S): Customer Service Department, Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X **FREE** **RENTAL**

PRICE set Super 8 sound cartridge $140 **PRICE**
set 16mm motion picture $185, each participants manual $2

MEDIA CONTENT AREA: 16mm motion pictures, filmstrips, film loops

MEDIA PACKAGE FORMAT: color film, transparencies, filmstrip, cassette instructor's manual, participant's manual

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm or Super 8mm projector, overhead projector, filmstrip projector, cassette tape player

CONTENTS OF PACKAGE: Materials and utilization concerning 16mm motion pictures, filmstrips and film loops

DESCRIPTION: Emphasis is placed on materials and utilization. Although designed for workshop and institute activities, this series has many elements that are adaptable for self-instruction. It may also be used in support of in-service activities concerning machine operation.

10 review transparencies, sound color filmstrip, 3 3/4 IPS audio tape, Instructor's manual, 15 participant's manuals

MEDIA TRAINING KITS AND MATERIALS

TITLE: Workshop Seminars: Filmstrip Reading Program

PRODUCER: Educational Projection Corp. Staff

DISTRIBUTOR (S): Educational Projections Corp

ADDRESS: 3070 Lake Terrace
Glenview, Illinois 60025

PHONE: (312) 729-4200

PURCHASE X **FREE** . **RENTAL**

PRICE set - $36 each filmstrip - $6 **PRICE**

MEDIA CONTENT AREA: 6 Filmstrips

MEDIA PACKAGE FORMAT: Filmstrips

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip Projector, Screen

CONTENTS OF PACKAGE: Teaching with filmstrips, using them in reading programs

DESCRIPTION: A series of training seminars to aid in getting the most from your filmstrip reading programs. Covers techniques of teaching with filmstrips, pointers on use of both materials and equipment, and ways of using filmstrips, for word analysis, vocabulary skills and student motivation.

1. A filmstrip reading program
2. Showing a filmstrip lesson
3. Using a filmstrip lesson
4. Developing word analysis skills
5. Developing Vocabulary Skills
6. Motivation for better reading

MEDIA TRAINING KITS AND MATERIALS

TITLE: Chalkboards & Flannel Boards

PRODUCER: Dr. E. Milton Grassell

DISTRIBUTOR (S): Bailey Films, Inc. (BFA)

ADDRESS: 6509 De Longpre Avenue
Hollywood, California 90028

PHONE: (213) 829-2901

PURCHASE X **FREE** **RENTAL**

PRICE Each strip $6.00
~~Set of 4~~ $24.00 **PRICE**

MEDIA CONTENT AREA: Chalkboards and flannel boards

MEDIA PACKAGE FORMAT: Filmstrip and manual

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Care, use and construction of chalkboards and flannel boards

DESCRIPTION: This set of four color filmstrips illustrates the care, use and construction of these often-overlooked, yet powerful, classroom tools. Examples of various types of boards and materials are shown, as well as many types of presentations on the boards. Four color filmstrips (average 30 frames) and illustrated manual.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Flannel Boards and How to Use Them

PRODUCER: Bailey Films in cooperation with Dr. E. Milton Grassell

DISTRIBUTOR (S): Bailey Films (BFA)

ADDRESS: 6509 De Longpre Avenue
Hollywood, California 90028

PHONE: (213) 829-2901

PURCHASE X **FREE** ____ **RENTAL** X

PRICE $160.00 **PRICE** $8.00

MEDIA CONTENT AREA: Flannel Board

MEDIA PACKAGE FORMAT: Film

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Arrangements, how to make simple boards, ideas for devices, uses in classroom situations

DESCRIPTION: The 1st sequence shows how flannel boards provide a means for arrangement and rearrangement of illustrations, a logical sequence of presentation, the use of 3-D build-ups, the use of animation and action and the advantage of quick, easy-to-make, economical visual aids. 2nd sequence how to make simple flannel boards. 3rd sequence-materials that will stick and devices that can be made by teachers. Different uses in classroom situations. 15 minutes.

MEDIA TRAINING KITS AND MATERIALS

TITLE: How to Make and Use Flannel Board

PRODUCER: Fearon Teacher-Aid Books

DISTRIBUTOR (S): Books Mobile, Inc.

ADDRESS: 45 Portland Avenue
Bergenfield, N. J. 07621

PHONE: (201) 385-6550

PURCHASE X **FREE** ______ **RENTAL** ______

PRICE $1.00 **PRICE** ______

MEDIA CONTENT AREA: Flannel Board

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Guide on constructing flannel boards

DESCRIPTION: A guide to constructing a variety of shapes, sizes, and types of flannel boards with diagrammatical examples

MEDIA TRAINING KITS AND MATERIALS

TITLE: How to Make and Use the Feltboard

PRODUCER: Wayne State

DISTRIBUTOR (S): Wayne State University, A-V Utilization Center

ADDRESS: 5448 Cass Avenue
Detroit, Mich. 48202

PHONE: (313) 577-2424

PURCHASE ______ **FREE** ______ **RENTAL** x

PRICE ______ **PRICE** $2.00

MEDIA CONTENT AREA: Feltboard

MEDIA PACKAGE FORMAT: Filmstrip - 53 frames, color

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Use of feltboard, construction

DESCRIPTION: Art work and illustrations explain this teaching aid for teachers in-service.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Let's Make and Use the Flannel Board

PRODUCER: Lucy DiSarro, author

DISTRIBUTOR (S): The Hubbard Company

ADDRESS: P. O. Drawer 100
Defiance, Ohio 43512

PHONE: (419) 784-4455

PURCHASE x **FREE** ____ **RENTAL** ____

PRICE $2.50 **PRICE** ____

MEDIA CONTENT AREA: Flannel Boards

MEDIA PACKAGE FORMAT: Book - 40 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: How to use flannel boards

DESCRIPTION: Describes a number of ways to construct flannel boards, completely illustrated, to fit the spacial needs and interests of the children in a given teaching situation.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Feltboard in Teaching

PRODUCER: Wayne University

DISTRIBUTOR (S): Yeshiva University AV Center Film Library

ADDRESS: 526 West 187th Street
New York, N. Y.

PHONE: (212) SW5-6460

PURCHASE ____ **FREE** ____ **RENTAL** X

PRICE ____ **PRICE** $4.00

MEDIA CONTENT AREA: Flannelboard

MEDIA PACKAGE FORMAT: Color Film - 9 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film projector, screen

CONTENTS OF PACKAGE: Uses of Flannelboard

DESCRIPTION: The feltboard, known also as a visualboard, feltogram, flannelgraph, etc. is not a new medium for visualization. This film presents school uses of the medium, not any particular adaptation of it. Teachers may wish to construct and use a feltboard after seeing the film.

MEDIA TRAINING KITS AND MATERIALS

TITLE: An Audiovisual Primer

PRODUCER: Michael Goudket, author

DISTRIBUTOR (S): Teachers College Press

ADDRESS: 1234 Amsterdam Avenue
New York, N. Y. 10027

PHONE: (212) 678-3991

PURCHASE x FREE ____ RENTAL ____

PRICE $2.25 PRICE ____

MEDIA CONTENT AREA: Audiovisual equipment and materials

MEDIA PACKAGE FORMAT: Book - 74 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ____

CONTENTS OF PACKAGE: Visuals, printing, tape recording motion pictures, videotape, photography, slides, filmstrips, repairs

DESCRIPTION: This book is a beginner's guide to the production of the most generally useful classroom AV materials, in non-technical language. Visuals, printing, photocopying, tape recording, motion picutres, classroom videotape equipment, photography: slides and filmstrsips, repairs, malfunctions, and emergencies, sources of supply and information are included.

MEDIA TRAINING KITS AND MATERIALS

TITLE: An Instructional Materials Manual

PRODUCER: James W. Brown and Richard B. Lewis (authors)

DISTRIBUTOR (S): Webster/McGraw Hill

ADDRESS: 8171 Redwood Highway
Novato, CAlifornia 94947

PHONE: (415) 897-5201

PURCHASE x FREE ____ RENTAL ____

PRICE $3.96 PRICE ____

MEDIA CONTENT AREA: Instructional materials, AV equipment

MEDIA PACKAGE FORMAT: Book - 188 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ____

CONTENTS OF PACKAGE: Selection and use of instructional materials and AV equipment

DESCRIPTION: A manual which provides a wide range of activities to broaden experiences in the practical problems of choosing, using and inventing instructional materials and in operating audio-visual equipment. Organized to facilitate the selection of exercises for specialized interests and needs. This is a manual the teacher will need to solve everyday problems of AV administration in the classroom and to provide a source of inspiration to vitalize instruction.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audio Visual Aids and Techniques

PRODUCER: R. P. Rigg, author

DISTRIBUTOR (S): Didactic Systems, Inc.

ADDRESS: Box 457
Cranford, N. J. 07016

PHONE: (201) 789-2194

PURCHASE X **FREE** **RENTAL**

PRICE $13.75 **PRICE**

MEDIA CONTENT AREA: Slides, displays, films, tapes, programmed instruction, CCTV, VTR

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Selection, preparation, and use of AV materials.

DESCRIPTION: Tells how to pick, prepare, and use AV materials such as slides, displays, films, tapes, programmed instruction, and closed circuit television and videotape. This book is concerned with the development of the great expansion of management and supervisory training schemes.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audio-Visual Aids to Learning

PRODUCER: U. S. Army

DISTRIBUTOR (S): Audio-Visual Utilization Center

ADDRESS: 5448 Cass Avenue
Wayne State University Detroit, Mich. 48202

PHONE: (313) 577-1980

PURCHASE ______ FREE ______ RENTAL x

PRICE ______ PRICE $2.40

MEDIA CONTENT AREA: AV aids

MEDIA PACKAGE FORMAT: Film b w, 11 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film Projector and screen

CONTENTS OF PACKAGE: Uses of film, lantern slides, filmstrips

DESCRIPTION: U. S. Army film depicting the uses of many audio-visual materials. The teacher secures a film lantern slides, and some filmstrips. The students hear a radio program about Japan, visits Japanese exhibits at the museum and prepares for their own displays.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audio-Visual Equipment Operation Series

PRODUCER: McGraw Hill Filmstrips and Chandler Publishing Company

DISTRIBUTOR (S): Creative Visuals

ADDRESS: Box 1911-Q-RP
Big Spring, Texas 79720

PHONE:

PURCHASE x FREE RENTAL

PRICE 27 films $490.00
Each $20.00
PRICE

MEDIA CONTENT AREA: A-V Equipment Operation

MEDIA PACKAGE FORMAT: Super 8mm filmloops

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Technicolor Super 8 projector

CONTENTS OF PACKAGE: 1. Projectors 2. tape recorders 3. how to operate different models-Kodak, RCA, Graflex, Bell and Howell, Kalart

DESCRIPTION: These 27 color films in this series of Super 8mm film loops provide clear, easy-to-follow demonstrations of the operation of different kinds of A-V equipment. They offer a time saving way for teachers to familiarize themselves with basic A-V equipment for classroom use, and are useful for training A-V personnel. Average length 3-4 minutes. 1) 2" x 2" Slide Projectors 2) 35mm Filmstrip Projector 3) Opaque Projector 4) Overhead Projector 5) Tape Recorder 6) Record Player 7) Splicing Magnetic Tape 8) Motion Picture Projection Practice parts 1 and 2 9) RCA (Models Junior and 35016) Parts I - IV 10) Kodak Pageant (Model AV-126-TR) Part I and II, 11) Graflex (Model 815) Part I, II. 12) Kalart Victor (Model 70-15) Part I-III, 13) Bell & Howell (Model 399)

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audiovisual Equipment Self-Instruction Manual

PRODUCER: Stanton C.Oates (author)

DISTRIBUTOR (S): William C. Brown Company, Publishers

ADDRESS: 2460 Perper Boulevard
Dubuque, Iowa 52001

PHONE: (319) 588-1451

PURCHASE X FREE RENTAL

PRICE $3.95 PRICE

MEDIA CONTENT AREA: Projectors, Tape recorders, making of transparencies

MEDIA PACKAGE FORMAT: Self-instruction manual-information sections and quizzes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Pencil

CONTENTS OF PACKAGE: How to operate projectors, tape recorders, and make transparencies.

DESCRIPTION: This manual enables one to learn how to operate filmstrip slide projectors, motion picture projectors, tape recorders, opaque projectors, and overhead projectors including the making of transparencies. Introducing each of the five types of equipment is a basic information section followed by a quiz that tests comprehension. Specific directions on using selected makes and models are presented. These list frequent problems and solutions and illustrate problem solving with simple diagrams. Immediately following the directions for each model is a specific index that gives the page and item number for the solution to various malfunctions.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audiovisual Instruction

PRODUCER:

DISTRIBUTOR (S): Dept. of Audiovisual Instruction, NEA

ADDRESS: 1201 16th Street N.W.
Washington, D. C. 20036

PHONE: (202) 833-4098

PURCHASE X FREE RENTAL

PRICE 1 yr. subscription $6.00 PRICE

MEDIA CONTENT AREA: AV Instruction

MEDIA PACKAGE FORMAT: Magazine

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Developments in AV instruction, local production, research

DESCRIPTION: Each month this magazine brings the latest AV news and professional developments, including reviews of teaching materials, equipment, and AV literature. Recent issues on such topics as programmed learning, language laboratories, overhead projectors, and local production have been included. Included is $10.00 Dept. of Audiovisual Instruction membership.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audio-Visual Instruction Technology, Media and Methods

PRODUCER: James W. Brown, Richard B. Lewis, Fred F. Harcleroad

DISTRIBUTOR (S): McGraw-Hill Book Co.

ADDRESS: 1221 Avenue of the Americas
New York, N. Y. 10020

PHONE: (212) 997-1221

PURCHASE X **FREE** **RENTAL**

PRICE $12.95 **PRICE**

MEDIA CONTENT AREA: All forms of media

MEDIA PACKAGE FORMAT: Book - 624 pages; instructor's manual and transparency masters available

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Graphics, transparencies, pictures, films, audio materials, TV, photography

DESCRIPTION: This is a text for a basic course in audiovisual instruction which examines the educational philosophy underlying behavioral objectives, types of learning, and types of instruction, Discussions included of various media and technology available to teachers such as graphics, transparencies for overhead projection, still pictures, films, audio materials, TV, photography, real things, models, and demonstrations. Community resources, games simulations and informal dramatizing are also included. Many illustrations. Free and inexpensive supplementary materials.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audiovisual Literature Packet (U-915)

PRODUCER:

DISTRIBUTOR (S): Eastman Kodak Company

ADDRESS: 343 State Street, Dept. 454
Rochester, N. Y. 14650

PHONE: (716) 325-2000

PURCHASE x FREE RENTAL

PRICE $3.00 PRICE

MEDIA CONTENT AREA: AV materials and equipment

MEDIA PACKAGE FORMAT: 30 technical pamphlets

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Materials, equipment, techndiques for AV

DESCRIPTION: These pamphlets cover materials, equipment, and techniques for filmstrip, slide, and motion picture planning, production, and presentations.

MEDIA TRAINING KITS AND MATERIALS

TITLE:	Audio-Visual Materials in Teaching
PRODUCER:	Yeshiva University in cooperation with National College of Education, Evanston, Illinois
DISTRIBUTOR (S):	Yeshiva University, AV Center Film Library
ADDRESS:	526 West 187th Street New York, N. Y.
PHONE:	(212) SW5-6460

PURCHASE ____ **FREE** ____ **RENTAL** X

PRICE ____ **PRICE** $3.50

MEDIA CONTENT AREA: AV materials

MEDIA PACKAGE FORMAT: Film - B/W, 13½ minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film Projector, Screen

CONTENTS OF PACKAGE: Uses of AV materials in curriculum, media center

DESCRIPTION: This film shows how audio-visual materials, when integrated with the curriculum, can facilitate learning. It also depicts some activities of an audio-visual center.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audio-Visual Materials in Teaching

PRODUCER: Coronet Films

DISTRIBUTOR (S): University of South Dakota Film Library, Extension Div.

ADDRESS: Vermillion, South Dakota 57069

PHONE: (605) 677-5411

PURCHASE X **FREE** ____ **RENTAL** X

PRICE $75.00 B/W
$150.00 color

PRICE 3.50 b/w
6.50 color

MEDIA CONTENT AREA: AV materials

MEDIA PACKAGE FORMAT: Film - 13½ minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: projector

CONTENTS OF PACKAGE: AV materials in teaching

DESCRIPTION: Actual class situations, teachers, class activities and an audio-visual center are shown

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audiovisual Materials: Their Nature and Use

PRODUCER: W.A. Wittich and C.F. Schuller

DISTRIBUTOR (S): Harper Row Publishers, Inc. (1969)

ADDRESS: 33195 Lewis Avenue
Union City, California 94587

PHONE: (415) 489-4380

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $10.95 **PRICE** ____

MEDIA CONTENT AREA: A-V Materials

MEDIA PACKAGE FORMAT: Book-554 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: A-V materials-nature and use

DESCRIPTION: A comprehensive and scholarly treatment of audiovisuals and their use. From the first two chapters about learning psychology and media statistics, the authors then devote fourteen chapters to one medium each, including chalkboard, flat pictures, study display, community study, audio, and multimedia. Some information on 16mm projectors and 8mm cameras and projectors is included. Good background in classroom tools already in use.

MEDIA TRAINING KITS AND MATERIALS

TITLE: AV Instructional Technology Manual for Independent Study

PRODUCER: James W. Brown and Richard B. Lewis

DISTRIBUTOR (S): McGraw-Hill Book Company

ADDRESS: 1221 Avenue of the Americas
New York, N. Y. 10020

PHONE: (212) 997-1221

PURCHASE x **FREE** ____ **RENTAL** ____

PRICE $5.95 **PRICE** ____

MEDIA CONTENT AREA: All media

MEDIA PACKAGE FORMAT: Book - 192 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ____

CONTENTS OF PACKAGE: Operation, production, selection of A-V materials and equipment, uses in teaching

DESCRIPTION: Designed to provide basic information and how-to-do-it directions for laboratory courses in instructional technology, either as a guide to independent study or as a supplement in an audio visual methods course. Included operation on AV equipment, planning to use media, displays, graphics, mounting, transparencies, still cameras, motion pictures, single camera TV production, slide presentations, AV materials in testing, media centers, reference materials, videotapes, filmstrips, recorders, projectors, maintenance.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Criteria for the Selection and Use of Visuals in Instruction

PRODUCER: George L. Gropper and others (authors)

DISTRIBUTOR (S): Educational Technology Publications

ADDRESS: 140 Sylvan Avenue
Englewood Cliffs, N. J. 07632

PHONE: (201) 871-4007

PURCHASE X **FREE** ______ **RENTAL** ______

PRICE $18.95 **PRICE** ______

MEDIA CONTENT AREA: Visuals

MEDIA PACKAGE FORMAT: Handbook and workbook, self-instruction

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ______

CONTENTS OF PACKAGE: Preparation, selection, and use of visual aids.

DESCRIPTION This two-volume training program consists of a handbook and an accompanying workbook, which are designed to be used as a training course in the preparation, selection and use of visual aids to improve instruction. Information in the handbook is presented in the form of charts, with arrows to direct the user to the interrelated nature of the material. At appropriate intervals, the user is directed to complete relevant exercises in the workbook. The handbook has a table of contents and an index, so that it may be used as a reference source and job aid after completion of the program.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Facts About Projection No. 5147

PRODUCER: International Film Bureau

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California
Berkeley, CA 94720

PHONE: (415) 642-4124

PURCHASE x FREE ____ RENTAL ____

PRICE $9.00 PRICE ____

MEDIA CONTENT AREA: Projection

MEDIA PACKAGE FORMAT: Color 16mm film - 16 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: Operation of projectors, care, maintainance, methods of light control, spare parts needed

DESCRIPTION: Every problem of skillful projection is covered in this comprehensive film. Full animation shows how operation of the optical section projects moving pictures on screen and how the sound section reproduces electrical pulsation, amplifies them and activates the loud speakers. Care and maintainance of equipment; arrangement of projector and screen for best results; methods of light control; and spare parts needed are illustrated and discussed. The essential need for preparation in advance of screening is emphasized.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Films on Audio-Visual Equipment Operation: Motion Picture Projectors

PRODUCER: Instructional Media Production: Jerrold E. Kemp, Director

DISTRIBUTOR (S): Chandler Publishing Company

ADDRESS: 124 Spear Street
San Francisco, CA 94105

PHONE: (415) 433-4880

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $16.00 each **PRICE** ____

MEDIA CONTENT AREA: Motion Picture Projectors

MEDIA PACKAGE FORMAT: 20-8mm color films and Information Sheet

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 8mm Projector

CONTENTS OF PACKAGE: Motion picture projection practice, RCA models, Kodak, Graflex, Kalart Victor Bell ahd Howell, splicing

DESCRIPTION: These films are designed primarily for self-instruction in the operation of audio-visual equipment. Although particular models of equipment are used in the films, the fact that principle manufacturers used very similar threading tracks in all of their models permits easy transfer. Each film, or set of films, is accompanied by an Information Sheet for your duplication and distribution to those learning the films.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Films on AV Equipment Operation: Still Projectors

PRODUCER: Instruc. Media Productions: Jerrold E. Kemp, Director

DISTRIBUTOR (S): Chandler Publishing Company

ADDRESS: 124 Spear Street
San Francisco, California 94105

PHONE: (415) 433-4880

PURCHASE x **FREE** ______ **RENTAL** ______

PRICE $16.00 each **PRICE** ______

MEDIA CONTENT AREA: Still Projectors

MEDIA PACKAGE FORMAT: 4 color films and information sheet

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 8mm projector

CONTENTS OF PACKAGE: Projecors: 2" x 2" slides, 35mm filmstrips, opaque, overhead

DESCRIPTION: These films are designed primarily for self-instruction in the operation of A-V equipment. Although particular models of equipment are used in the films the fact that principal manufacturers each use very similar threading tracks in all of their models permits easy transfer. Each film, or set of films, is accompanied by an Information Sheet for your duplication and distribution to those learning in the films.

1. 2" x 2" Slide Projectors 3'33". Uses the Viewlex model V25 to show set-up, prefocus, slide projection, ending projection, repack.
2. 35mm Filmstrip Projector 3'10". Uses the Viewlex model V25 to show Set-up, prefocus, thread filmstrip, project filmstrip, adjust frame, rewind filmstrip.

SEE NEXT PAGE

3. Opaque Projector. Uses the Projection Optics Opa-Scope to show projection placement in relation tos screen, project a cardboard-mounted picutre; projector adjustments and use of projection pointer, project a book page.

4. Overhead Projector 3'3". . Uses the Beseler Projex 1010 to show placement of projector in relation to screen, prefocus, projector adjustments position of projectionist, use of a transparency.

MEDIA TRAINING KITS AND MATERIALS

TITLE: HI-FI Troubles

PRODUCER: Herman Burstein (author)

DISTRIBUTOR (S): TAB Books

ADDRESS: Blue Ridge Summit
Pennsylvania 17214

PHONE: (717) 794-2191

PURCHASE x FREE ____ RENTAL ____

PRICE $.95 PRICE ____

MEDIA CONTENT AREA: Hi-Fi, audio system

MEDIA PACKAGE FORMAT: Book - 160 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: How to locate and fix troubles in audio systems

DESCRIPTION: Tells how to maintain your audio system to keep it in top condition for peak performance. Explains why you have troubles, how to locate them, and how to fix them. Helps solve problems throughout your equipment. Includes, hum and noise problems, bass and treble problems, distortion, weak sound and kit-building problems.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Instructional Materials-An Introduction for Teachers

PRODUCER: Louis Shores (author)

DISTRIBUTOR (S): The Ronald Press Company

ADDRESS: 79 Madison Avenue
New York, N. Y. 10161

PHONE: (212) 683-9070

PURCHASE X FREE ______ RENTAL ______

PRICE $7.00 PRICE ______

MEDIA CONTENT AREA: Instructional Materials-graphics, projection, transmission

MEDIA PACKAGE FORMAT: Book - 408 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ______

CONTENTS OF PACKAGE: Categories of print, graphics, projection, transmissions, the teacher and instructional materials

DESCRIPTION: This book has been written as a textbook for the number of integrated courses in instructional materials being offered by teacher-education institutions, and as a guide for teachers in service. All major types of instructional materials are discussed with a definition, estimate of potential, some historical background, criteria and sources for selection, representative examples, and suggestions for utilization. Topics included are: organization and management of materials center, the world of print, graphics, projection (still and motion picutres), transmissions (recordings, radio, TV) and Appendix-List of tools cited.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Instructional Media Series

PRODUCER: EMI

DISTRIBUTOR (S): Educational Media Inc.

ADDRESS: 809 Industrial Way, P. O.Box 39
Ellensburg, Wash. 98926

PHONE: (509) 692-2578

PURCHASE X FREE RENTAL

PRICE Each Filmstrip with guide-$6.00 PRICE
Filmstrip w/guide & magnetic Tape-$11.00

MEDIA CONTENT AREA: Media facilities and programs

MEDIA PACKAGE FORMAT: Filmstrips - color, study guide, optional magnetic tape with audible change signal (standard magnestic tape or cassette tape)

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: filmstrip projector, reel or cassette tape player, screen

CONTENTS OF PACKAGE: Information and ideas for those planning new facilities or programs utilizing media.

DESCRIPTION: Suggested for use by school districts, colleges, and universities. The filmstrips and their catalog numbers are as follows:

2151 Large Group Teaching Auditoriums 2158 Language Laboratories

2152 TV Utilization in Education

2153 Dial Access Information Retrieval Systems

2154 Computer-assisted Instruction

2155 Music listening systems

2156 Videotape Utilization Techniques

2157 Local Production Programs

MEDIA TRAINING KITS AND MATERIALS

TITLE: Kodak Information Pamphlets

PRODUCER: Kodak

DISTRIBUTOR (S): Eastman Kokak Company

ADDRESS: Rochester, N. Y. 14650

(716) 355-2000

PHONE:

PURCHASE X FREE ____ RENTAL ____

PRICE as listed PRICE ____

MEDIA CONTENT AREA: AV materials

MEDIA PACKAGE FORMAT: Pamphlets

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: As listed

DESCRIPTION: Audio visual projection $.30, making black-and white or colored transparencies for overhead projection (using Kodak Products) $.15, producting slides and filmstrips $1.75, audiovisual planning equipment $.15, planning and producing visual aids $.25, audiovisual literature packet (30 pamphlets) $3.00

MEDIA TRAINING KITS AND MATERIALS

TITLE: Kodak Projection Calculator and Seating Guide (107-8989)

PRODUCER:

DISTRIBUTOR (S): Eastman Kodak Company

ADDRESS: Dept. 454, 343 State Street
Rochester, N. Y. 14650

PHONE: (716) 325-2000

PURCHASE X **FREE** **RENTAL**

PRICE $2.00 **PRICE**

MEDIA CONTENT AREA: Projection, film and still

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Guide for effective projection situations.

DESCRIPTION: A guide for projection situations involving distance, screen size, lens focal length, and film formats both moving and still, plus seating arrangements for various-sized rooms.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Learning from Visuals

PRODUCER:

DISTRIBUTOR (S): Wayne State University A-V Utilization Center

ADDRESS: 5448 Cass Avenue
Detroit, Mich. 48202

PHONE: (313) 577-1980

PURCHASE **FREE** **RENTAL** X

PRICE **PRICE** $7.25

MEDIA CONTENT AREA: Visual materials

MEDIA PACKAGE FORMAT: Film - 35 minutes, color

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Preparation and use of visual materials

DESCRIPTION: Practical ideas for the preparation and use of visual materials in training and education. Gives examples of how various functions serve in instruction. Illustrates how the behavioral principles underlying programmed instruction may be applied to the use of either static or dynamic visuals.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Media and Methods Magazine

PRODUCER:

DISTRIBUTOR (S): North American Publishing Co.

ADDRESS: 134 S. 133 Street
Philadelphia, Pa 19107 Attn. Book Dept.

PHONE:

PURCHASE X **FREE** **RENTAL**

PRICE One yr. subscription $7.00 **PRICE**

MEDIA CONTENT AREA: Media

MEDIA PACKAGE FORMAT: Magazine

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE:

DESCRIPTION: How other schools use modern media in their curriculum who has effective programs for dealing with student problems of drugs and sex. and latest developments in using media in schools are included.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Mediaware: Selection-Operation- Maintenance

PRODUCER: Raymond A. Wyman (author)

DISTRIBUTOR (S): William C. Brown Company, Publishers

ADDRESS: 2460 Kerper Blvd. Dubuque, Iowa 52001

PHONE: (319) 588-1451

PURCHASE: X FREE RENTAL

PRICE $3.75 PRICE

MEDIA CONTENT AREA: Projectors, PA systems, tape recorders, film, CCTV

MEDIA PACKAGE FORMAT: Book - 208 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Basic optical systems, still projectors, transparency makers, film projectors, slide makers, PA systems, tape recorders, film repairs, CCTV, mounting and laminating machines.

DESCRIPTION: The book considers the machines that provide audio and/or visual experience in the modern educational situations. Includes basic optical systems, standard lantern slide projectors, projection screen, overhead projectors, transparency makers, opaque projectors, filmstriop and two by two slide projectors and makers, PA systems, record-transcription projectors, tape recorders, motion picture projectors, single concept movie-makers, film, tape and electrical cord repairs, closed circuit television, mounting and laminating machines and room considerations for media use.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Operating Audiovisual Equipment

PRODUCER: Sidney C. Eboch (author)

DISTRIBUTOR (S): Chandler Publishing Company

ADDRESS: 124 Spear Street
San Francisco, CA 94105

PHONE: (415) 433-4880

PURCHASE X FREE ____ RENTAL ____

PRICE $2.25 PRICE ____

MEDIA CONTENT AREA: AV Equipment

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ____

CONTENTS OF PACKAGE: Projectors, record player, tape recorders, stereo equipment, preparation of materials for projection.

DESCRIPTION: This book explains and illustrates, step by step, the operation of all types of AV equipment. Detailed instructions are given for Ampro, Bill and Howell, DeVry, Eastment, Victor, and RCA projectors. Other topics covered include slide and filmstrip projectors, preparation of materials for projection, record players, tape recorder equipment 73pp.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Project Discovery: A Demonstration in Education

PRODUCER: Britannica Films

DISTRIBUTOR (S): Encyclopaedia Britannica Educational Films

ADDRESS: 2494 Teagarden Street
San Leandro, California 94577

PHONE: (415) 483-8220

PURCHASE X **FREE** ____ **RENTAL** X

PRICE $165.00 Color
85.00 B/w

PRICE $9.00 color
6.00 b/w

MEDIA CONTENT AREA: AV materials

MEDIA PACKAGE FORMAT: 16mm film - color or b/w - 27 minutes
Also available in video cassette

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector or video cassette player, screen

CONTENTS OF PACKAGE: Project in which all classrooms were given enough AV materials to make an impact and its effect -

DESCRIPTION: A documentary presenting the innovative educational project in which an entire school is given enough AV materials and equipment to make an impact on every grade and subject area. Classroom situations illustrate the effect this has on the child's ability to learn and the contribution Project Discovery has made in in-service teacher education.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Reprints from "Educational Technology Magazine"

PRODUCER:

DISTRIBUTOR (S): Educational Technology Publications, Inc.

ADDRESS: 140 Sylvan Avenue
Englewood Cliffs, N. J. 07632

PHONE: (201) 871-4007

PURCHASE X FREE ____ RENTAL ____

PRICE $.75 PRICE ____

MEDIA CONTENT AREA: Different Media

MEDIA PACKAGE FORMAT: Magazine Article reprints

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Various recent articles in Educational Technology Magazine

DESCRIPTION: 84 Teaching the Effective Use of Media-Melvin E. Knight and Dennis L. Smith

118. Increasing Sense of Effectiveness Through Media-Robert A. Rosenthal

135. The 8mm Filmloop in Science Instruction - Lawrence R. Przekop

324. Selecting Media to Present Basic Concepts-Adrian P. Van Mondfrans and Ronald L. Houser

MEDIA TRAINING KITS AND MATERIALS

TITLE: Systems Techniques for Pretesting Mediated Instructional Materials

PRODUCER: Dr. Jay M. Sedlik, Author

DISTRIBUTOR (S): Education and Training Consultants Co.

ADDRESS: Box 49899
Los Angeles, California 90049

PHONE: (213) 472-2444

PURCHASE X FREE ______ RENTAL ______

PRICE $10.00 PRICE ______

MEDIA CONTENT AREA: Pretesting media materials

MEDIA PACKAGE FORMAT: Test

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ______

CONTENTS OF PACKAGE: Systems techniques applied to the pretesting of instructional materials

DESCRIPTION: This is a systematic approach for diagnostic pretesting which enables the producer to predict effectiveness during production and to revise for optimum effect. It can be utilized for film and television production and any of the media in the technology of instruction. Feedback control is applied during developmental stages. These are methods for improving mediated learning materials at a lower cost.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Tapes, Hinging, and Storage

PRODUCER:

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X **FREE** **RENTAL**

PRICE $14.00 **PRICE**

MEDIA CONTENT AREA: Tapes, hinging, storage

MEDIA PACKAGE FORMAT: Set: filmstrip, record, student manual (39 frames)

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector, record players

CONTENTS OF PACKAGE: Use of adhesive materials in preparing instructional materials, edging, binding and hinging

DESCRIPTION: This set provides instruction in the use of various adhesive materials for the student to use in preparing instructional materials. It includes procedures for edging, binding and hinging. The filmstrip also discusses the problem of storing various instructional materials. Importance of using edging and hinging tapes, making standard size hinged charts for each storage and describing how storage space can be created in the classroom inexpensively. For individual instruction or for use in demonstrations or lectures.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Audio-Visual Series: Operation and Care of the Bell and Howell Specialist Film Sound Projector

PRODUCER: International Film Bureau Inc.

DISTRIBUTOR (S): International Film Bureau Inc.

ADDRESS: 332 South Michigan Avenue
Chicago, Illinois 60604

PHONE: (312) 427-4545

PURCHASE X **FREE** ____ **RENTAL** x

PRICE $120.00 **PRICE** $5.00

MEDIA CONTENT AREA: 16mm motion picture projector

MEDIA PACKAGE FORMAT: Film - 11 minutes, color

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film Projector

CONTENTS OF PACKAGE: Operation and care of Bell and Howell Specialist Film sound projector

DESCRIPTION: Techniques of good projector operation are covered. Starting with the placement of the projector on its stand, the cover is removed; power supply is engaged; film is mounted on feed reel, threaded through film gate and onto the proper size take-up reel; and the picture is focused and positioned on the screen. References are made to adjustments that are necessary at times for frame line, sharp, focus, sound volume and tone setting, and single frame still picture. Instructions included for rewinding, cleaning lenses and film channel, and replacing projection and exciter lamps.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Completed Audiovisualist

PRODUCER: Trafco Films

DISTRIBUTOR (S): United Methodist Communications

ADDRESS: 1525 McGavock Street
Nashville, Tenn. 37203

PHONE: (615) 327-0911

PURCHASE X FREE ____ RENTAL X

PRICE $65.00 PRICE $4.00

MEDIA CONTENT AREA: A-V presentations

MEDIA PACKAGE FORMAT: 16mm film - color - 6 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16 mm projector

CONTENTS OF PACKAGE: Basic steps in the proper use of A-V resources

DESCRIPTION: A humorous film about the pitfalls of using audiovisual equipment with a group. The film suggests a series of useful hints to help make your next audiovisual experience more successful. Can be used to teach and discuss the basic steps in the proper use of audiovisual resources.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Message is You: Guidelines for Preparing Presentations

PRODUCER: Mack Rowe, D. Curl, H. R. Frye, J. Kemp, W. Veenendaal

DISTRIBUTOR (S): AECT Publications, Dept. P.C

ADDRESS: 1201 16th Street N. W.
Washington, D. C. 20036

PHONE:

PURCHASE X FREE RENTAL

PRICE $2.50 PRICE

MEDIA CONTENT AREA: Suggestions for visual aids in presentations

MEDIA PACKAGE FORMAT: Book - 40pp

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE:

DESCRIPTION: This publications is valuable in giving guidelines to anyone who presents reports. The information included in this book shows a simple step by step development for those unfamiliar with the range of sophisticated materials and devices available for presentations. A bibliography is included.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Opaque Projector

PRODUCER: Wayne State

DISTRIBUTOR (S): Wayne State University A-V Utilization Center

ADDRESS: 5448 Cass AVenue

Detroit, Mich. 48202

PHONE: (313) 577-1980

PURCHASE FREE RENTAL x

PRICE PRICE $2.00

MEDIA CONTENT AREA: Opaque Projector

MEDIA PACKAGE FORMAT: Filmstrip - 44 frames, color

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Uses of opaque projector, preparation of materials

DESCRIPTION: Photographs and art work describe the various uses to which an opaque projector can be put, and shows how to prepare materials for it.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Projectionist in Action: Operating the Filmstrip Projector

PRODUCER: Wayne State

DISTRIBUTOR (S): Wayne State University, A-V Utilization Center

ADDRESS: 5448 Cass Avenue
Detroit, Michigan 48202

PHONE: (313) 577-2424

PURCHASE ____ FREE ____ RENTAL X

PRICE ____ PRICE $2.00

MEDIA CONTENT AREA: Filmstrip

MEDIA PACKAGE FORMAT: Filmstrip - 65 frames, color

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Maintenance, care and operation of filmstrip projector.

DESCRIPTION: Illustrates the proper maintenance, care and operation of the filmstrip projector. Special attention is given to the care and handling of filmstrips to prevent damage.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Projectionist in Action: Operating the Motion Picture Projector

PRODUCER: Wayne State Catalog No. 1575-7

DISTRIBUTOR (S): Wayne State University, A-V Utilization Center

ADDRESS: 5448 Cass Avenue
Detroit, Michigan 48202

PHONE: (313) 577-1980

PURCHASE ____ **FREE** ____ **RENTAL** x

PRICE ____ **PRICE** $2.00

MEDIA CONTENT AREA: Motion Picture

MEDIA PACKAGE FORMAT: Silent filmstrip - 64 frames, color

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Maintenance, care and operation of motion picture projector

DESCRIPTION: Illustrates the proper maintenance, care and operation of the motion picture projector. Special attention is given to the systematic procedures necessary to smooth operation of the projectors and to the protection of film from damage.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Troubleshooting Audio Equipment (20525)

PRODUCER:

DISTRIBUTOR (S): Howard W. Sams and Co. Inc.

ADDRESS: 4300 West 62nd Street
Indianapolis, Indiana 46268

PHONE: (317)291-3100

PURCHASE X FREE RENTAL

PRICE $3.95 list
2.96 education

PRICE

MEDIA CONTENT AREA: Audio equipment repairs

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Diagnosis of troubles in audio equipment

DESCRIPTION: Complete guide to practical troubleshooting and diagnosis of troubles in major audio equipment.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Using Audio-Visual Materials Series

PRODUCER: McGraw-Hill

DISTRIBUTOR (S): Stanley-Bowmar Co., Inc.

ADDRESS: 4 Broadway
Valhalla, N. Y. 10595

PHONE: (914) 946-2600

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE Set of 5 filmstrips $29.50 **PRICE** ____

MEDIA CONTENT AREA: 16mm Motion Picture Projector, filmstrip projector

MEDIA PACKAGE FORMAT: Five filmstrips, boxed, about 32 frames each

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector

CONTENTS OF PACKAGE: Operation of 16mm projector and filmstrip projector

DESCRIPTION: Provides a thorough introduction to the operation and care of motion picture and filmstrip projectors. The effective use of filmstrips in teaching is covered in detail.

The 16mm Motion Picture Projector - 1
The 16mm Motion Picture Projector - 2
The 16mm Motion Picture Projector - 3
The Filmstrip Projector
Filmstrip, and the Teacher

Using Audio-Visual Materials Series - 2

1. Motion Picture Projection Practice Part 1, 3'35"

   Uses a variety of 16mm projectors to show recommended method to set up, prefocus, clean gate, thread film, use hand test know, and run film down to main title in preparation for showing.

2. Motion Picture Projection Practice, Part II 4'

   Continues with a variety of 16mm projectors to show recommended method to start a film showing, adjust frame, re-set lost loop, reverse film, end film showing, rewind film, change repack projector.

3. RCA (Models Junior and 34016 2'

   Part 1 Set-up each model projector 2'

4. Part II - Prefocus, thread film 1'40"

5. Part III - Start projection, adjustments during projection, end showing rewind film.

6. Part IV - Repack each model 2'30"

   Kodak Pageant (Model AV-126-TR)

7. Part 1 - set-up projector, prefocus, thread film 2'45"

8. Part II - Start projection, adjustments during projection, end showing, rewind film, repack projector 2'45" Graflex (Model 815)

9. Part I set-up projector, prefocus, thread film 2'20"

10. Part II - Start projection, adjustments during projection, end showing, rewind film, repack projector Kalart Victor (Model 70-15)

11. Part i - set-up projector, prefocus 2'35"

12. Part II - Thread film 1'55"

13. Part III - Start projection, adjustments during projection, end showing rewind film, repack projector 3'50" Bell and Howell (Model 399)

14. Part I - set-up projector, prefocus 1'40"

15. Part II - Thread film 1'50"

MEDIA TRAINING KITS AND MATERIALS

TITLE: Administering Educational Media, 1972

PRODUCER: Brown, and Norberg

DISTRIBUTOR (S): McGraw-Hill Book Company

ADDRESS: 8171 Redwood Highway
Novato, California 94947

PHONE: (415) 897-5201

PURCHASE X FREE ____ RENTAL ____

PRICE $7.96 PRICE ____

MEDIA CONTENT AREA: Role of instructional media in education

MEDIA PACKAGE FORMAT: book, 480 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ____

CONTENTS OF PACKAGE: Roles of instructional media in education, form or management for each media.

DESCRIPTION: Consideration is given to the roles of instructional media in the total process of education. From this discussion a form or management for each media is presented. Purpose of the book is to serve as a college text for persons who will become media generalists, audio-graphics production specialists and others. Areas covered include TV, individualized instruction, automated learning systems and equipment.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Aid to Media Selection for Students and Teachers

PRODUCER: Catalog Number HE5.234 34045 S/n 1780=0810

DISTRIBUTOR (S): Superintendent of Documents

ADDRESS: Government Printing Office
Washington, D.C. 20402

PHONE: (202) 783-3238

PURCHASE X **FREE** ______ **RENTAL** ______

PRICE $1.25 **PRICE** ______

MEDIA CONTENT AREA: media selection

MEDIA PACKAGE FORMAT: booklet 82 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE:

DESCRIPTION: Describes selected book lists and periodicals which review books, audiovisual materials, and multiethnic instructional materials.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audio-visual Materials in Teaching

PRODUCER: Coronet, in cooperation with the Cational College of Education

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California
Berkeley, CA 94720

PHONE: (415) 642-2124

PURCHASE X FREE RENTAL

PRICE $4.00 PRICE

MEDIA CONTENT AREA: AV materials

MEDIA PACKAGE FORMAT: film, 16mm, 4 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: How to use audio-visual materials in classroom learning

DESCRIPTION: The film shows how, in our A-V world, audio-visual materials can challenge children's attention and interests in the classroom. Integration of audio-visual materials into a unit is demonstrated as we see the teacher and the audio-visual center coordinating efforts to bring rich learning experiences to the classroom. Actual class situations, teachers, class activities and an audio-visual center are shown.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audiovisual Methods in Teaching, third edition

PRODUCER: Edgar Dale author

DISTRIBUTOR (S): The Dryden Press

ADDRESS: 901 North Elm
Hinsdale, Illinois 60521

PHONE: (312) 325-2985

PURCHASE x **FREE** ____ **RENTAL** ____

PRICE ____ **PRICE** ____

MEDIA CONTENT AREA: AV methods in teaching

MEDIA PACKAGE FORMAT: instructors manual 720 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE:

DESCRIPTION: Various strategies used in audio-visual methods of teaching.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audio-Visual Supervisor

PRODUCER: Wittich, consultant

DISTRIBUTOR (S): International Film Bureau, Inc.

ADDRESS: 332 South Michigan Avenue
Chicago, Illinois 60604

PHONE: (312) 427-4545

PURCHASE X **FREE** ____ **RENTAL** x

PRICE $185 **PRICE** $9.00

MEDIA CONTENT AREA: AV supervisor

MEDIA PACKAGE FORMAT: 16mm color film, 18 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: Objectives and responsibilities of AV supervisor

DESCRIPTION: The professional field of audio-visual education is surveyed, with day-by-day objectives and responsibilities of the position presented in detail. Supervisors must acquaint new teachers with all AV materials available to them, demonstrate operation, supervise student assistants, train student operators, and supervise repair and maintenance. He is responsible for selection of equipment and must be aware of new developments. He evaluates equipment, and materials. He participates in school budget planning and is part of the school administrative organization.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Classroom Teacher's Guide to Aduio-visual Materials

PRODUCER: Freedman, and Berg, 1967

DISTRIBUTOR (S): Chilton Company Book Division

ADDRESS: 201 King of Prussia Road
Radnor, Pennsylvania 19089

PHONE: (215) 687-8200

PURCHASE ______ FREE ______ RENTAL ______

PRICE ______ PRICE ______

MEDIA CONTENT AREA: A-V materials and use in classroom

MEDIA PACKAGE FORMAT: book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ______

CONTENTS OF PACKAGE: Lesson Plans, use of A-V materials in classroom

DESCRIPTION: Lesson plans and practical suggestions in the use of audio-visual materials.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Educational Media

PRODUCER: National Education Association

DISTRIBUTOR (S): NEA Order Department

ADDRESS: Academic Building
Saw Mill Road, West Haven, Conn. 06516

PHONE: (202) 934-2669

PURCHASE X **FREE** **RENTAL**

PRICE $10.00 **PRICE**

MEDIA CONTENT AREA: media

MEDIA PACKAGE FORMAT: filmstrip with recorded narration and script
Sepiatone filmstrip

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: filmstrip projector, record player

CONTENTS OF PACKAGE: Selecting and testing media

DESCRIPTION: What research says to the teacher is the major topic. Discusses the media available and the considerations involved in selecting and testing media.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Educational Media and the Teacher

PRODUCER: John Haney and Eldon Ullerm, authors

DISTRIBUTOR (S): William Brown Company Publishers

ADDRESS: 2460 Kerper Boulevard
Dubuque, Iowa 52001

PHONE: (319) 588-1451

PURCHASE X FREE RENTAL

PRICE $2.25 PRICE

MEDIA CONTENT AREA: still projection, audio, TV, films , graphics

MEDIA PACKAGE FORMAT: book, 130 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Teachers and students in mediated environment, still projection media, audio based media, motion pictures, TV, graphics, displays, exhibits, instructional systems, media services.

DESCRIPTION: The book considers the nature of media and its effective use in helping students to learn. Throughout, the book stresses possibilities of imaginative and purposeful applications of media in elementary and secondary schools. It provides concrete information about what the teacher can do independently in terms of working with equipment, selecting or providing material, and obtaining the assistance of professional media specialists in his school building or system media center.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Effectiveness of AV Materials

PRODUCER: Wayne State

DISTRIBUTOR (S): Wayne State University, AV Utilization Center

ADDRESS: 5448 Cass Avenue
Detroit, Michigan 48202

PHONE: (313) 577-2424

PURCHASE ____ **FREE** ____ **RENTAL** X

PRICE ____ **PRICE** $2.00

MEDIA CONTENT AREA: AV materials

MEDIA PACKAGE FORMAT: filmstrip, 45 frames, color

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: projector

CONTENTS OF PACKAGE: Effectiveness of AV materials, how to increase effectiveness

DESCRIPTION: The tested effectiveness of all types of audio visual materials is presented. The filmstrip answers the questions, why are AV materials effective? How well do they teach facts, develop motor skills, and change attitudes? What factors are important in increasing their effectiveness?

MEDIA TRAINING KITS AND MATERIALS

TITLE: Fundamentals of Teaching with Audiovisual Technology

PRODUCER: Carlton, Erickson, Curt authors

DISTRIBUTOR (S): MacMillan Company

ADDRESS: 866 Third Avenue
New York, New York 10022

PHONE: (212) 935-2000

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $9.95 **PRICE** ____

MEDIA CONTENT AREA: visual, electronic, projected media

MEDIA PACKAGE FORMAT: book, 416 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: The teacher and technology, non-projected and projected media, producing media, operating AV equipment

DESCRIPTION: This new edition contains information about microteaching, individualization, educational objectives, and proven fundamentals of methodology. Non-projected visual media, projected and electronic media, media in the classroom, media for individualizing instruction, producing AV media, and operating AV equipment are covered. Extensive lists of sources, instruments, supplies, versatile problem activities at the end of each chapter, and many illustrations are included.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Fundamentals of Teaching with AV Technology

PRODUCER: Erickson author

DISTRIBUTOR (S): Macmillan Company, University Microfilms

ADDRESS: 300 North Zeeb Road
Ann Arbor, Michigan 48106

PHONE: (313) 761-4700

PURCHASE X FREE ____ RENTAL ____

PRICE $8.95 PRICE ____

MEDIA CONTENT AREA: instructional media and characteristics

MEDIA PACKAGE FORMAT: book, 384 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ____

CONTENTS OF PACKAGE: Need for instructional technology, case studies, characteristics of each medium, preparation and operation of equipment

DESCRIPTION: Discusses need for audio-visual technology with emphasis on newer instructional media: includes numerous case studies and unique characteristics of each medium. Tells how to prepare simple materials and operate equipment, Introductory text.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Kaleidascope-Emerging Patterns in Media

PRODUCER: Council for Exceptional Children

DISTRIBUTOR (S): CEC Publications

ADDRESS: 1920 Association Drive
Reston, Virginia 22091

PHONE: (703) 620-3660

PURCHASE X FREE RENTAL

PRICE $1.50 PRICE

MEDIA CONTENT AREA: Classroom applications, planning and teacher training

MEDIA PACKAGE FORMAT: book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Classroom applications, planning and teacher training in media

DESCRIPTION: Focuses on three major conference themes: classroom applications, planning and teacher training packages. Examples include use of slide tapes, overhead projectors, videotape, closed circuit TV. Useful for teachers, administrators, program supervisors, 1971, fully illustrated, 64 pages

MEDIA TRAINING KITS AND MATERIALS

TITLE: Looking at Visual Aids (TT2)

PRODUCER:

DISTRIBUTOR (S): Colonial Films, Inc.

ADDRESS: 752 Spring Street, NW
Atlanta, Georgia 30308

PHONE: (404) 875-8823

PURCHASE X FREE RENTAL

PRICE Filmstrip and record $25
~~Filmstrip and~~ tape $2750

PRICE

MEDIA CONTENT AREA: Visual Aids

MEDIA PACKAGE FORMAT: Filmstrip, printed narration, record, reel-to-reel or cassette tape

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: projector and tape or record player

CONTENTS OF PACKAGE: Subjects include filmstrips, slides, chalkboard, pointers, paper easels.

DESCRIPTION: This filmstrip with discussion information and record or tape serves equally well as a review for experienced teachers or to introduce the prospective teacher to visual aids. Subjects include filmstrips, slides, chalkboards, pointers, paper easels and others

MEDIA TRAINING KITS AND MATERIALS

TITLE: Making Teaching Effective

PRODUCER: Wayne State

DISTRIBUTOR (S): Wayne State University, AV Utilization Center

ADDRESS: 5448 Cass Avenue
Detroit, Michigan 48202

PHONE: (313) 577-2424

PURCHASE ______ **FREE** ______ **RENTAL** X

PRICE ______ **PRICE** $2.00

MEDIA CONTENT AREA: AV materials

MEDIA PACKAGE FORMAT: filmstrip, 39 frames, black and white

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: projector

CONTENTS OF PACKAGE: Effective atmosphere of AV materials

DESCRIPTION: Shows curriculum atmosphere in which AV materials are most effective.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Media and the Culturally Different Learner

PRODUCER: National Education Association, Teachers Rights

DISTRIBUTOR (S): NEA Order Dept, Academic Building

ADDRESS: Saw Mill Road
West Haven, Conn. 06516

PHONE: 203) 93[illegible]-2669

PURCHASE X **FREE** ______ **RENTAL** ______

PRICE $1.25 **PRICE** ______

MEDIA CONTENT AREA: media and the culturally different

MEDIA PACKAGE FORMAT: book 48 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE:

DESCRIPTION: Discusses the learning characteristics of the culturally different learner and of relevant media applications in instruction. Provides information about the effective use of educational media with the children of the poor.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Media and the Teaching of English

PRODUCER: Kenneth Donelson, editor

DISTRIBUTOR (S): National Council of Teachers of English

ADDRESS: 1111 Kenyon Road
Urbana, Illinois 61801

PHONE: (217) 328-3870

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $1.25 **PRICE** ____

MEDIA CONTENT AREA: Filmstrips, television, slide-tape presentations

MEDIA PACKAGE FORMAT: book, 78 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Using media to instruct high school English

DESCRIPTION: A wide range of ideas for heightening interest in high school English by using various media, 16 practical articles evaluate media use, filmstrips, television, slide-tape presentations, bulletin board. Bibliography.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Media Development for Visually Impaired Children

PRODUCER: Robert Wynn, Texas School for Blind, 1100 W.45th, Austin, TX 78756

DISTRIBUTOR (S): Media Services and Captioned Films

ADDRESS: Division of Educational Services for the Handicapped
Washington, D.C. 20202

PHONE: (202) 245-9661

PURCHASE ____ **FREE** ____ **RENTAL** ____

PRICE ____ **PRICE** ____

MEDIA CONTENT AREA: media for visually impaired children

MEDIA PACKAGE FORMAT: research and demonstration project

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: must contact Mr. Wynn for detailed information.

CONTENTS OF PACKAGE: Plan, develop, and demonstrate a systems approach to utilization of media for handicapped

DESCRIPTION: Selected commercially available and teacher-produced educational materials are being evaluated. Attempts are being made to demonstrate the use of such materials in a developmental program designed to achieve maximum perceptual-cognitive ability of visually impaired children. Developmental sensory training materials in all three sensory modes (auditory, tactile and visual where there is residual vision) will be demonstrated and evaluated. This project's goal is to stimulate the sensory awareness of visually impaired children to achieve maximum proficiency in educational and daily living skill.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Media for Discovery

PRODUCER: Dr. Hans Moller

DISTRIBUTOR (S): Urban Media Materials, Inc.

ADDRESS: 212 Mineola Avenue
Roslyn Heights, New York 11577

PHONE: (516) 484-4130

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $4.95 **PRICE** ____

MEDIA CONTENT AREA: media

MEDIA PACKAGE FORMAT: 145 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Media use in the classroom

DESCRIPTION: A handbook for teachers on using media in the classroom with an overview of all media currently in use, plus practical suggestions and model unit plans.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Media Now

PRODUCER: Southwest Iowa Learning Resource Center

DISTRIBUTOR (S): Media Now

ADDRESS: 1019 19th Street, NW, Suite 1110
Washington, D.C. 20036

PHONE:

PURCHASE FREE RENTAL

PRICE PRICE

MEDIA CONTENT AREA: film, radio, TV and sound

MEDIA PACKAGE FORMAT: programmed instruction

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Media hardware production, genre, evaluation, aesthetics, and presentation.

DESCRIPTION: This is a new course of study in the mass media with major emphasis on film, radio, TV, and sound. Built around the concepts of individualized instruction, performance objectives, and learning by doing, the course includes 50 learning activity packages organized into seven modules which include: media hardware, production, genre, evaluation, interpretation, aesthetics, and presentation. The course may be used as a semester or full year's course.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Media Utilization Services for Teachers

PRODUCER: Atlanta Public Schools, 224 Central Avenue, Atlanta, GA 30303

DISTRIBUTOR (S): Media Services and Captioned Films

ADDRESS: U.S. Office of Education
Washington, D.C. 20202

PHONE: (202) 245-9661

PURCHASE ______ **FREE** ______ **RENTAL** ______

PRICE ______ **PRICE** ______

MEDIA CONTENT AREA: facilitate utilization of media for handicapped

MEDIA PACKAGE FORMAT: research and demonstration project

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: must contact Dr. Gil Tauffner, Atlanta Public Schools

CONTENTS OF PACKAGE: Plan, develop and demonstrate a systems approach to facilitate utilization of media to improve instruction for handicapped children.

DESCRIPTION: Efforts of this project are centered on assisting teachers in identification, selection, production, and utilization of media in the educational continum at all grade levels. The immediate objective of the project is to plan, develop, and demonstrate a systems approach to facilitate the utilization of media to improve instruction for handicapped children. The systems approach includes the development and unification of a media team. Appropriate media will be used to remediate diagnosed learning problems. Five selected target schools will demonstrate the utilization of media and instruct teachers in development and design of new media to aid in instruction.

MEDIA TRAINING KITS AND MATERIALS

TITLE: New Methods and Techniques in Education

PRODUCER:

DISTRIBUTOR (S): UNESCO Publications Center

ADDRESS: 650 1st Avenue
New York, New York 10016

PHONE: (212) MU64707

PURCHASE X **FREE** **RENTAL**

PRICE $1.00 **PRICE**

MEDIA CONTENT AREA: Use of AV aids for educational purposes.

MEDIA PACKAGE FORMAT: book 51 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE:

DESCRIPTION: Study of new methods in education and of the use of audio-visual aids for educational purposes.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Practical Guide to Classroom Media

PRODUCER: Dolores and David Linton

DISTRIBUTOR (S): Pflaum/Standard Publishing Company

ADDRESS: 228 Arbor Street
Dayton, Ohio 45402

PHONE: (513) 294-3636

PURCHASE X FREE RENTAL

PRICE $3.75 PRICE

MEDIA CONTENT AREA: Organizing a media program

MEDIA PACKAGE FORMAT: book 118 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: How to finance the media program, make the most of available equipment, involve the entire school, win community and school support. survey of media usage.

DESCRIPTION: In Part I, the authors give workable suggestions for selling the idea of improved media study to colleagues, administrators, and the community. Sketches ways of financing the program, of making the most of available equipment, of involving the entire school in the program. In Part II, they comprehensively survey the use of media in the classroom. Included are a variety of projects and activities.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Psychology of the Use of Audio-visual Aids in Primary Education

PRODUCER: UNESCO

DISTRIBUTOR (S): UNESCO Publications Center

ADDRESS: 650 1st Avenue
New York, New York 10016

PHONE: (212) MU64707

PURCHASE X FREE ______ RENTAL ______

PRICE $6.00 PRICE ______

MEDIA CONTENT AREA: Psychology of audio-visual aids

MEDIA PACKAGE FORMAT: book, 230 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ______

CONTENTS OF PACKAGE: AV aids

DESCRIPTION: Emphasizes the need for developing a more scientific use of teaching aids. A guide for educational psychologists and for educators who wish to use audio-visual aids efficiently.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Selective Audio-visual Instruction for Mentally Retarded

PRODUCER: Goldstein author

DISTRIBUTOR (S): Educational Division, the Ryerson Press

ADDRESS: 299 Queen Street West
Toronto, Canada

PHONE:

PURCHASE X FREE RENTAL

PRICE $6.35 PRICE

MEDIA CONTENT AREA: AV for Mentally Retarded Pupils

MEDIA PACKAGE FORMAT: book 116 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Methods of AV instruction and their application to the mentally retarded pupil

DESCRIPTION: This study shows how the use of selective AV instruction can help in developing the personal, social and occupational adequacies of the mentally retarded. Certain aspects of learning of the mentally retarded are explored in a pilot demonstrating methods of AV instruction. How such methods can be used in lesson planning and film topics are discussed. The author reviews valuable background material and previous research on various populations.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Teaching Machines and Programmed Instruction

PRODUCER: Edward Fry, author

DISTRIBUTOR (S): McGraw-Hill Book Co.

ADDRESS: 1221 Avenue of the Americas
New York, New York 10020

PHONE: (212) 997-1221

PURCHASE X FREE ____ RENTAL ____

PRICE $8.55 PRICE ____

MEDIA CONTENT AREA: teaching machines

MEDIA PACKAGE FORMAT: book 244 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Types of teaching machines, how to write, evaluate, and utilize programs.

DESCRIPTION: This text describes, pictures, classifies and explains all major types of teaching machines. A detailed description is given of how to write, evaluate, and utilize programs. There are samples of various types of programming form major leaders in the field plus the author's own summary and synthesis of programmed ideas. The book then goes on to describe, discuss and site research when available in a number of other practical and theoretical considerations often overlooked in the field, such as cost, requirements of teachers, place of progmams in the entire educational lesson length, and amount of repetition required.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Audio-visual Representative

PRODUCER: Audio- Visual Section LA City Schools

DISTRIBUTOR (S): Bailey Films, Inc. (BFA)

ADDRESS: 6509 DeLongpre Avenue
Hollywood, CA 90028

PHONE: (213) 829-2901

PURCHASE X FREE ______ RENTAL ______

PRICE Filmstrip $7
Record $5

PRICE ______

MEDIA CONTENT AREA: A-V representative

MEDIA PACKAGE FORMAT: filmstrip and record

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector and record player

CONTENTS OF PACKAGE: responsibilities of A-V representative

DESCRIPTION: A visualized presentation of the delegated responsibilities of the A-V representative in a school building including communicating with the faculty, ordering films, scheduling films and equipment, working with the projection crew, saving time, and additional services from the department. 89 frames, 12" LP record

MEDIA TRAINING KITS AND MATERIALS

TITLE: The How to's of Programming

PRODUCER: Videosonic Systems Division

DISTRIBUTOR (S): P.O. Box 3310

ADDRESS: Fullerton, California

PHONE: (714) 871-3232

PURCHASE X **FREE** **RENTAL**

PRICE $950.00 **PRICE**

MEDIA CONTENT AREA: AV Programs

MEDIA PACKAGE FORMAT: Seven self-instructional programs to be used with the Videosonic machines

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

Vidoesonic viewers

CONTENTS OF PACKAGE: Seven self-instructional training programs covering fundamental methods and techniques used in producing AV programs.

DESCRIPTION: The seven programs are as follows: 1) Orientation-the nature of AV programming, the Videosonic System, 2) Videosonic Analysis - method for developing AV presentation cost data, 5-step analysis technique, 3) Script Writing-ten rules to follow, 4) Photography-use of 35mm camera and procedure for getting top quality pictures, 5) Narration-voice control, script reading, use of microphone, 6) Recording-function of Videosonic Model 102BR machine, 7) Finalization-final editing, evaluation, common problems.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The New Media in Action: Case Studies for Planners

PRODUCER: UNIPUB

DISTRIBUTOR (S): UNIPUB, Inc.

ADDRESS: 650 1st Avenue
New York, New York 10016

PHONE: (212) MU64707

PURCHASE X FREE ____ RENTAL ____

PRICE $13.50 PRICE ____

MEDIA CONTENT AREA: Costs, administration and logistics of new media

MEDIA PACKAGE FORMAT: books, three volumes, 627 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ____

CONTENTS OF PACKAGE: 23 case studies on educational projects using media.

DESCRIPTION: Twenty-three case studies on educational projects using radio, television, films, correspondence, programmed learning. Full analysis of costs, administrative and logistical problems and educational results.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Using Audio-Visual Materials in Education

PRODUCER: James Kinder

DISTRIBUTOR (S): American Book Company, 1965

ADDRESS: 450 West 33rd Street
New York, New York

PHONE: (212) 594-8660

PURCHASE ______ **FREE** ______ **RENTAL** ______

PRICE ______ **PRICE** ______

MEDIA CONTENT AREA: A-V materials in education

MEDIA PACKAGE FORMAT: book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ______

CONTENTS OF PACKAGE: A-V uses in curriculum

DESCRIPTION: Suggestions for utilization of audio-visuals from kindergarten through the grades.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Visual Aids

PRODUCER:

DISTRIBUTOR (S): Wayne State University, A-V Utilization Center

ADDRESS: 5448 Cass Avenue
Detroit, Michigan 48202

PHONE: (313) 577-2424

PURCHASE ____ **FREE** ____ **RENTAL** X

PRICE ____ **PRICE** $8.40

MEDIA CONTENT AREA: visual aids

MEDIA PACKAGE FORMAT: film, 30 minutes, color

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: projector

CONTENTS OF PACKAGE: role of visual materials in the classroom

DESCRIPTION: Illustrates the role of visual materials in the classroom. Demonstrates how to implement teaching through the medium of vision, describing both the right and wrong way to apply visual aids.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Basic Classroom Graphics

PRODUCER:

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X **FREE** **RENTAL**

PRICE set $14.00 / instruction manual $3.00 **PRICE**

MEDIA CONTENT AREA: Graphics

MEDIA PACKAGE FORMAT: Set: one filmstrip, record, instruction handbook (Basic Educational Graphics) filmstrip is 56 frames

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector, record player

CONTENTS OF PACKAGE: Six skills associated with production of classroom graphics, materials designed for individual use

DESCRIPTION: This set is designed to teach the use of basic educational graphics. The set presents an overview of local production and includes equipment needed to produce basic classroom graphics. Included: description of basic educational graphics, six skills associated with production, materials needed, how graphic skills are basic to more sophisticated media production. For individual instruction or to accompany demonstrations of media techniques and assist in lectures

MEDIA TRAINING KITS AND MATERIALS

TITLE: Basic Educational Graphics

PRODUCER: Roy Frye, Educational Media Laboratories

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X **FREE** ______ **RENTAL** ______
(each participants manual $2.00)
PRICE set - $150.00 **PRICE** ______

MEDIA CONTENT AREA: Graphics, lettering drymounting, laminating

MEDIA PACKAGE FORMAT: Kit - instructor's manual, 75 transparency masters, 10 filmstrips, 8 records, 12 overhead transparencies, 15 student manuals

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead projector, filmstrip projector, record player

CONTENTS OF PACKAGE: Media usage, use of graphics in instruction, lettering, drymounting, laminating, composition. Designed for use with 15 participants

DESCRIPTION: This set is designed to provide comprehensive instruction in many of the skills associated with the local production of graphics for instruction can be used as an introduction to media skills which should be acquired prior to exposure to more sophisticated media. Excellent for teachers, paraprofessionals and others who need instruction in basic media skills. Topics include: media usage, basic classroom graphics, teacher evaluation of graphics, lettering (stencils, spray-paint, wire-brush), drymounting, lamination, composition, tapes, hinges and storage.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Composition (Graphic)

PRODUCER:

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X FREE RENTAL

PRICE $14.00 / manual only $2.00 PRICE

MEDIA CONTENT AREA: Graphic composition

MEDIA PACKAGE FORMAT: Set: one filmstrip (43 frames) record, student manual

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projection, record player

CONTENTS OF PACKAGE: Graphic layout, use of color, proper lettering, background

DESCRIPTION: This set provides instruction in graphic composition from an instructional point of view. The set discusses layout, use of color, proper lettering standards, and the use of various mats and background material. Requirements for composition in instructional visuals, four elements used to attract and hold the learner's attention, eye flow, various uses of arrangement, color and manipulation to achieve different effects are included. For individual instruction or for use in demonstrations or lectures

MEDIA TRAINING KITS AND MATERIALS

TITLE: Educational Graphics

PRODUCER: Roy A. Frye

DISTRIBUTOR (S): Hester and Associates

ADDRESS: 11422 Harry Hines Boulevard
Dallas, Texas 75229

PHONE: (214) 241-4359

PURCHASE X FREE ______ RENTAL ______

PRICE each loop $22.50 / 10 loops $211.50 PRICE ______

MEDIA CONTENT AREA: Graphics

MEDIA PACKAGE FORMAT: Filmloops

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmloop projector

CONTENTS OF PACKAGE: Lettering, drymounting, laminating, composition

DESCRIPTION: 1. Simple lettering techniques: simple procedures for using pre-cut letters, spray paint, and stencils for the rapid production of classroom bulletin boards and posters 4'15"

2. Lettering with guides: Wrico Lettering Set 4'10"

3. Lettering with felt pens 3'30"

4. Drymounting large materials 4'20"

5. Laminating large materials 4'20"

6. Lettering for projection 4'10"

7. Making maps and charts 3'20"

8. Composition for instruction - how the eye sees instructional

materials 2'40"

9. Manipulative devices - movable instructional material 4'15"

10. Laminating leaves 2'45"

MEDIA TRAINING KITS AND MATERIALS

TITLE: Films on A-V Production Techniques: Lettering

PRODUCER: Instructional Media Productions, Jerrold E. Kemp, Director

DISTRIBUTOR (S): Chandler Publishing Company

ADDRESS: 124 Spear Street
San Francisco, California 94105

PHONE: (415) 433-4880

PURCHASE X FREE ____ RENTAL ____

PRICE color $16.00 ea / b/w $8.00 ea PRICE ____

MEDIA CONTENT AREA: Lettering

MEDIA PACKAGE FORMAT: Two color films, five black and white films
free instructional guide with every two or more films purchased

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 8mm projection

CONTENTS OF PACKAGE: Lettering: felt pen, prepared letters, Wricoprint, Leroy 500

DESCRIPTION: The films are slow-paced and close-ups of details are shown wherever desirable.

1. Lettering: The felt pen (Basic Skills) 4'50" (color) characteristics of commonly-used felt pens proper finger, wrist, and arm position as pen is used; methods of forming letters, and proper pen speed during use.
2. Lettering: The felt pen (Applications) 4'20" (color) Results of using felt pens for preparing lettering styles, flash cards, displays, charts, and bulletin boards
3. Lettering: Prepared Letters 4'30" (black and white) Using

construction paper cut-outs, gummed-back letters and dry transfer letters

4. **Lettering:** Wricoprint 2'5" (black and white) Using Wricoprint stencils lettering guide with brush pen and felt pen for lettering 1/2 inch and smaller

5. **Lettering:** Wrico Signmaker 4'20" (black and white) Using Wrico Signmaker stencil guide with brush pen and felt pen for lettering 1/2 inch and larger

6. **Lettering:** Leroy 500 and Smaller 3'45" (black and white) Using Leroy Template, scriber and pen for lettering 1/2 inch and smaller

7. **Lettering:** Leroy 700 and Larger 3'55" (black and white) Using Leroy template, scriber and pen for lettering 3/4 inch and larger

MEDIA TRAINING KITS AND MATERIALS

TITLE: Instructional Use of Graphics

PRODUCER:

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X FREE ______ RENTAL ______

PRICE $14.00 set / student manual $2.00 PRICE ______

MEDIA CONTENT AREA: Chalkboard, walls, bulletin boards

MEDIA PACKAGE FORMAT: Set: one filmstrip, record, student manual (Basic Educational Graphics) Filmstrip is 27 frames

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector, record player

CONTENTS OF PACKAGE: Use of classroom wall space, low-cost modifications, selection of instructional materials

DESCRIPTION: This set presents, through models and examples, proper use of chalkboard areas, walls, and bulletin boards. It stresses the importance of having a classroom that is flexible arranged for use various types of graphic materials. Topics include: use of classroom wall space for displays of graphic material., identify various low-cost modifications that can be made to existing classrooms for more flexible use of graphics., what factors a teacher should consider in selecting instructional materials. For individual instruction or as assistance in demonstrations or lectures.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Lettering

PRODUCER: Kenneth E. Getschow 11 (author)

DISTRIBUTOR (S): Special Education Instructional Media Center

ADDRESS: Contra Costa County Department of Education
1741 Contra Costa Blvd., Pleasant Hills, Ca 94523

PHONE: (415) 639-4212

PURCHASE ________ FREE ________ RENTAL ________

PRICE ________ PRICE ________

MEDIA CONTENT AREA: Lettering

MEDIA PACKAGE FORMAT: Leaflet

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ________

CONTENTS OF PACKAGE: Lettering using felt pen and prepared letters

DESCRIPTION: Leaflet outlines principles, procedures and details for successful lettering with felt pens and prepared letters

MEDIA TRAINING KITS AND MATERIALS

TITLE: Lettering A

PRODUCER:

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE x FREE RENTAL
student manual (basic educational graphics) $2.00
PRICE set $14.00 PRICE

MEDIA CONTENT AREA: Lettering

MEDIA PACKAGE FORMAT: Set: one filmstrip, record, student manual
filmstrip is 52 frames

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector, record player

CONTENTS OF PACKAGE: Use of stencils, spray-paint lettering, lettering standards

DESCRIPTION: This set provides instruction in simple lettering techniques that the student can use to prepare instructional materials. The set discusses the use of stencils, spray paint lettering other lettering devices and lettering standards. Topics include: identifying different types of letters that are available, use in precut letters, describing letter fronts, applying different lettering techniques to meet specific instructional needs. For individual instruction or as assistance in demonstrating or lectures

MEDIA TRAINING KITS AND MATERIALS

TITLE: Lettering A-1

PRODUCER:

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X FREE ______ RENTAL ______

PRICE set $14.00 / student manual $2.00 PRICE ______

MEDIA CONTENT AREA: wire-brush lettering equipment operation

MEDIA PACKAGE FORMAT: Set: one filmstrip (38 frames) record, student manual (basic educational graphics)

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector, record player

CONTENTS OF PACKAGE: Wire-brush techniques, operation of equipment, applications for pen-and-guide lettering sets

DESCRIPTION: This set provides instruction in the use of wire-brush lettering equipment. Wrico materials are featured. It shows applications for pen-and-guide lettering sets. Other topics include how to identify and correct mistakes made when using a wire-brush pen, and how to clean a wire-brush pen. For individual instruction or as an assist in demonstrations or lectures

MEDIA TRAINING KITS AND MATERIALS

TITLE: Lettering a Guide for Teachers

PRODUCER: John W. Cataldo (author)

DISTRIBUTOR (S): Davis Publications, Inc.

ADDRESS: Printers Building
Worcester, Mass 01608

PHONE: (617) 754-7201

PURCHASE X FREE ______ RENTAL ______

PRICE $6.95 PRICE ______

MEDIA CONTENT AREA: Lettering

MEDIA PACKAGE FORMAT: Book - 96 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Lettering forms and symbols

DESCRIPTION: Here is a new approach to the evolution of letter forms and symbols with basic strokes clearly explained and illustrated

MEDIA TRAINING KITS AND MATERIALS

TITLE: Lettering Instructional Materials

PRODUCER: Indiana University

DISTRIBUTOR (S): Yeshiva University., A-V Center Film Library

ADDRESS: 526 West 187 Street
New York, N.Y.

PHONE: (212) SW5-6460

PURCHASE ____ **FREE** ____ **RENTAL** X

PRICE ____ **PRICE** $6.00

MEDIA CONTENT AREA: Lettering

MEDIA PACKAGE FORMAT: Film - b/w, 20 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film projector, screen

CONTENTS OF PACKAGE: Lettering methods and uses

DESCRIPTION: Surveys easy-to-use lettering methods; shows how the inexperienced person can use a wide variety of methods for lettering on signs, poster, bulletin boards, displays and materials for projection. Demonstrates lettering techniques using rubber stamp letters, cutout letters, stencils, pens and lettering guides, mechanical lettering systems, projection and photographic reproduction. Concludes with a visual review of these many lettering methods

MEDIA TRAINING KITS AND MATERIALS

TITLE: Media Usage

PRODUCER:

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X **FREE** **RENTAL**

PRICE $14.00 **PRICE**

MEDIA CONTENT AREA: Graphics and local production

MEDIA PACKAGE FORMAT: Sound filmstrip set - one filmstrip, record, instruction handbook

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector, record player

CONTENTS OF PACKAGE: Media usage, elements of graphics - 49 frames

DESCRIPTION: This set provides instruction for teachers and administrators concerning media usage and local production of instructional materials. Elements of graphics, including standards and evaluation techniques are also discussed

MEDIA TRAINING KITS AND MATERIALS

TITLE: Poster Making Design and Technique

PRODUCER: Robert Brown (author)

DISTRIBUTOR (S): Bailey Films, Inc

ADDRESS: 6509 De Longpre Avenue
Hollywood, California 90028

PHONE: (213) 829-2901

PURCHASE X FREE ____ RENTAL X

PRICE $120.00 PRICE $6.00

MEDIA CONTENT AREA: Posters

MEDIA PACKAGE FORMAT: Film

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Poster layout, lettering, tracing, cutting, stenciling and painting

DESCRIPTION: Poster layout, lettering, tracing, cutting, stenciling, and printing are manually demonstrated. The importance of correct techniques in the use of chisel-edge, stencil and small brushes is shown. The eye-catching rewards of clarity, color contrast, effective layout, bold lettering, measurement, and optical spacing are stressed. 10 minutes

MEDIA TRAINING KITS AND MATERIALS

TITLE: Poster Making: Design to Technique No. 3072

PRODUCER: Bailey Films

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California
Berkeley, California 94720

PHONE: (415) 642-4124

PURCHASE x FREE ____ RENTAL ____

PRICE $7.00 PRICE ____

MEDIA CONTENT AREA: Posters

MEDIA PACKAGE FORMAT: 16mm film, color, 10 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: Letter spacing, tools, choice of lettering

DESCRIPTION: This film illustrates the making of a poster, step by step. The qualities that make a good poster are shown by samples. The choice of lettering for poster use is discussed. Letter spacing is demonstrated. The tools needed are shown and demonstrated. A large banner is made to emphasize single stroke brush lettering. A poster is designed to advertise the "Gypsy Violin", a hypothetical operetta

MEDIA TRAINING KITS AND MATERIALS

TITLE: Administering Instructional Media Programs

PRODUCER: Erickson, Carlton W. H.

DISTRIBUTOR (S): MacMillan Company (1968) The Free Press

ADDRESS: 866 Third Avenue
New York, New York 10022

PHONE: (212) 935-2006

PURCHASE X **FREE** ______ **RENTAL** ______

PRICE $17.95 **PRICE** ______

MEDIA CONTENT AREA: Administering instructional media programs

MEDIA PACKAGE FORMAT: book-660 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ______

CONTENTS OF PACKAGE: Nature of media program director's job and scope of his duties.

DESCRIPTION: Beginning with the nature of the media program director's job, the book covers the acquisition, distribution, physical facilities, and service system within the individual school. One chapter is devoted to organizing the city wide audio visual media center.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Administration of Instructional Materials Organizations

PRODUCER: Fearon Teacher-Aid Books

DISTRIBUTOR (S): Books Mobile, Inc.

ADDRESS: 45 Portland Avenue
Bergenfield, New Jersey 07621

PHONE: (201) 385-6550

PURCHASE X **FREE** ___ **RENTAL** ___

PRICE $1.50 **PRICE** ___

MEDIA CONTENT AREA: Administration of media centers

MEDIA PACKAGE FORMAT: book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Organization and operation of media centers

DESCRIPTION: Describes how to organize and operate an instructional materials center or new media center.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Basic Concepts for Cataloging Non-book Materials

PRODUCER:

DISTRIBUTOR (S): Audiovisual Services

ADDRESS: Matthews Hall, Arizona State University
Tempe, Arizona 85281

PHONE: (602) 965-7564

PURCHASE X **FREE** **RENTAL**

PRICE $15.00 **PRICE**

MEDIA CONTENT AREA: Cataloging non-book materials

MEDIA PACKAGE FORMAT: filmstrip and cassette

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: projector cassette and player

CONTENTS OF PACKAGE: How to integrate non-book materials into the library catalog

DESCRIPTION: A color filmstrip synchronized with an audio cassette has been produced to give step-by-step procedures for cataloging non-book materials into the library catalog as consistently as possible with the anglo-American code. Is especially adaptable to the individual school media center. It was designed by a group of school librarians and educational media specialists.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Guide to the Development of Educational Media Centers

PRODUCER: Cora Paul Bowmar and M. Ann Heidbreder and Carol Nemeyer

DISTRIBUTOR (S): American Library Association

ADDRESS: 50 East Huron Street
Chicago, Illinois 60611

PHONE: (212) 255-5356

PURCHASE X **FREE** ______ **RENTAL** ______

PRICE $5.00 **PRICE** ______

MEDIA CONTENT AREA: development of educational media selection centers

MEDIA PACKAGE FORMAT: book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ______

CONTENTS OF PACKAGE: Rationale for centers, administrative structures, physical facilities

DESCRIPTION: This guide, the report of Phase II, contains an overview of an educational media selection center, including the rationale for such centers in relation to contemporary and projected trends in curriculum and instruction. Administrative structures in which educational media selection centers can and do exist are examined. Physical location factors and center facilities are discussed. Inservice education responsibilities of an EMSC are emphasized. Systems for the evaluation of materials in a net-working concept are discussed.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Instructional Media Center

PRODUCER: Harold S. Davis

DISTRIBUTOR (S): Indiana University Press

ADDRESS: Tenth and Morton Streets
Bloomington, Indiana 47401

PHONE: (812) 337-4203

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $7.50 **PRICE** ____

MEDIA CONTENT AREA: Media center

MEDIA PACKAGE FORMAT: book-224 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ____

CONTENTS OF PACKAGE: Establishment and use of media centers

DESCRIPTION: Recent years have seen the development of several important educational innovations, prominent among which is the instructional media center where materials in their multimedia and diverse forms, are housed, used, and distributed throughout the school. In this volume educators with practical experience discuss the theory, establishment, and use of the instructional media center.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Learning with Today's Media

PRODUCER: Britannica Films

DISTRIBUTOR (S): Encyclopedia Britannica Educational Corporation

ADDRESS: 2494 Teagarden Street
San Leandro, California 94577

PHONE: (415) 483-8220

PURCHASE X **FREE** ____ **RENTAL** X

PRICE $360.00 **PRICE** $17.00

MEDIA CONTENT AREA: Media Center

MEDIA PACKAGE FORMAT: 16mm film, color, 35 minutes, also available in video cassette

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm video cassette player or 16mm projector

CONTENTS OF PACKAGE: Case studies of media centers

DESCRIPTION: A documentary that defines and describes the role of the modern media center. Four case studies, in different parts of the country, reveal some ways in which media centers may be equipped to serve classroom needs. Included are statements and observations from teachers, administrators, librarians and media specialists, pupils, parents and school board members, each offering his or her interpretation of the role and importance of the center.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Media Center in Action

PRODUCER: Coronet in Cooperation with School Board of Orange C., Fla.

DISTRIBUTOR (S): Coronet Films

ADDRESS: 65 East South Water Street
Chicago, Illinois 60601

PHONE: (312) 332-7676

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $150.00 **PRICE** ____

MEDIA CONTENT AREA: Media Center

MEDIA PACKAGE FORMAT: Film

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Design of media center, responsibilities of media specialist.

DESCRIPTION: Today's modern media center is working with schools to enrich the learning process and help students achieve their learning potential. With a media specialist serving as coordinator, teachers are making increasingly better use of media in all subjects, at all levels, from kindergarten through high school. This film is 141/2 minutes.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Media Center in Action

PRODUCER: Oregon Division of Continuing Education

DISTRIBUTOR (S): Film Library

ADDRESS: P.O. Box 1491, 1633 S W Park Avenue
Portland, Oregon 97207

PHONE: (503) 229-4890

PURCHASE ______ **FREE** ______ **RENTAL** X

PRICE ______ **PRICE** $7.75

MEDIA CONTENT AREA: Media center

MEDIA PACKAGE FORMAT: Film, color, 15 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: film projector, screen

CONTENTS OF PACKAGE: Ways in which the media center serves the school.

DESCRIPTION: Illustrates the ways the media center, the media specialist serve the teachers and students. Utilizing many kinds of media, the center serves as a source of materials for the school system.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The "Now" Library a Stations Approach to Media Center Teaching Kit

PRODUCER: Mary Margrabe (author)

DISTRIBUTOR (S): Acropolis Books, Ltd.

ADDRESS: 2400 17th Street NW
Washington, D.C. 20009

PHONE: (202) 387-6800

PURCHASE X **FREE** ______ **RENTAL** ______

PRICE $6.50 **PRICE** ______

MEDIA CONTENT AREA: Media Centers

MEDIA PACKAGE FORMAT: Stations approach-book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ______

CONTENTS OF PACKAGE: Pre-testing, scheduling, teacher's role, list of media skills

DESCRIPTION: For anyone interested in developing media service skills. For each of 80 behavioral objectives there is a specially designed teaching station as well as exercise sheets. Some of the contents include: Pre-evaluation or pre-testing. Purpose, use behavioral objectives (Levels 1-3) sample stations, aims stated, student exercise sheets, suggestions, grouping of stations, scheduling, teachers' role, development of skills demonstrated, specific suggestions in teaching specific skills, appendix, list of media skills included at each level.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Accessories for Visual Equipment - Introduction Kit

PRODUCER:

DISTRIBUTOR (S): Stansi Educational Materials Division - Fisher

ADDRESS: Scientific Co - 1259 North Wood Street
Chicago, Illinois 60622

PHONE: (312) 772-3100

PURCHASE X **FREE** **RENTAL**

PRICE $25 **PRICE**

MEDIA CONTENT AREA: Transparencies

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead Projector

CONTENTS OF PACKAGE: Sample of selected materials for the production of handmade transparencies to introduce materials and supplies available

DESCRIPTION: Includes: color projection mechanical pencil, 4 overhead projection pencils, transparent fine point marker, one transparent felt marker, one bottle acetate cleaner, 5 mounts 10 x 10" aperture, 5 fileable mounts, 5 acetate sheets 10 1/4 x 10 1/4", 3 colored acetate sheets 8 1/2 x 11", 1 can transparent spray, 6 colored pencils for matt acetate, 1 acetate grid sheet, 1 adhesive color tinted sheet, 1 sheet transparent colored letters. 5 sheets black film 10 1/4 x 10 1/4", 5 sheets red carbon 10 1/4 x 10 1/4", 1 roll tape, 12 oz bottle ink, 1 pen holder, 1 speedball penpoint, 1 brush #2, 1 storage and carrying case

MEDIA TRAINING KITS AND MATERIALS

TITLE: Accessories for Visual Equipment - Starter Kit

PRODUCER:

DISTRIBUTOR (S): Stansi Educational Materials Div - Fisher Scientific Co

ADDRESS: 1259 North Wood Street
Chicago, Illinois 60620

PHONE: (312) 772-3100

PURCHASE X **FREE** **RENTAL**

PRICE $55 **PRICE**

MEDIA CONTENT AREA: Overhead transparencies

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead projector

CONTENTS OF PACKAGE: Basic all-inclusive kit to introduce the most widely selected material for the production of hand-made transparencies

DESCRIPTION: Includes: 12 color projection leads, 1 color projection mechanical pencil, 12 overhead projection pencils, 12 transparent fine point markers, 1 bottle acetate cleaner, 50 universal mounts with carrying case, 25 acetate sheets 3 1/2", 1 Can transparent spray, 12 colored pencils for matt acetate, 6 acetate grid sheets 10 1/4 x 10 1/4", 1 adhesive color tinted sheet, 1 sheet transparent colored letter, 1 storage and carrying case.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Advanced Production Techniques (overhead projection)

PRODUCER: Educational Media Laboratories

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X **FREE** **RENTAL**

PRICE set $14, Manual only $2 **PRICE**

MEDIA CONTENT AREA: Overhead Projection

MEDIA PACKAGE FORMAT: Set: filmstrip, (51 frames), cassette, student manual

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector, cassette player

CONTENTS OF PACKAGE: Diazo and color lift methods

DESCRIPTION: This set provides instruction in two methods for producing colored projectuals: diazo and color lifts. Advantages of making diazo film and equipment needed, exposing and developing diazo film, difference between overexposed and underexposed diazo film, equipment needed for color lifts, when a color lift is possible, are also included. For individual instruction or for use in demonstrations or lectures.

MEDIA TRAINING KITS AND MATERIALS

TITLE: A Guide to Overhead Projection

PRODUCER: Scott Graphics

DISTRIBUTOR (S): Scott Graphics

ADDRESS: 748 South Monterey Pass Road
Monterey Park, California 91754

PHONE: (213) 268-3516

PURCHASE ______ **FREE** X **RENTAL** ______

PRICE ______ **PRICE** ______

MEDIA CONTENT AREA: Overhead projection

MEDIA PACKAGE FORMAT: Book - 19 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ______

CONTENTS OF PACKAGE: Operation and uses of overhead projection, professionally prepared transparencies, making you own transparencies and equipment specification

DESCRIPTION: This guide gives information about the advantages of overhead projection, the selection of a projector, projection techniques, and the overhead projector in television. Other topics are projection equipment and professionally prepared transparencies, listed and described, and instructions on the local production of transparencies, including dizaro transparencies and polarized transparencies. An index and equipment specification are included.

MEDIA TRAINING KITS AND MATERIALS

TITLE: A Guide to Overhead Projection and Transparency Making

PRODUCER:

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holyoke, Ma 01040

PHONE: (413) 536-8390

PURCHASE ______ **FREE** X **RENTAL** ______

PRICE ______ **PRICE** ______

MEDIA CONTENT AREA: Overhead projection and transparency making

MEDIA PACKAGE FORMAT: Booklet - 24 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Visual Production techniques and overhead equipment

DESCRIPTION: This booklet features visual production techniques and supporting technifax brand products. Within its pages is information on overhead projection, projection screens, overhead transparency making, diazo processing and polarization

MEDIA TRAINING KITS AND MATERIALS

TITLE: Chart-Pak Vim Kit

PRODUCER:

DISTRIBUTOR (S): NASCO - West

ADDRESS: P.O. Box 3837
Modesto, California 95352

PHONE: (209) 529-6957

PURCHASE X **FREE** **RENTAL**

PRICE $49.95 **PRICE**

MEDIA CONTENT AREA: Transparencies, overhead projection

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead Projector

CONTENTS OF PACKAGE: Materials necessary to modify and add color to mass-produced transparencies, instruction booklet, how to produce your own

DESCRIPTION: Enables user to quickly personalize transparencies by modifying and adding color to produced transparencies, and creating your own. 7 rolls transparent color tape, 5 marking pens, 9 rolls projectable transparent tape, 3 rolls black crepe paper tape, 10" circle template ruler, 18 Deca-Dry transfer lettering sheets, 4 contak transparencies color tints, 1 grid master sheet, roll of transfer symbols, 12 sheets acetate with frames, utility knife, 16 page instruction booklet

MEDIA TRAINING KITS AND MATERIALS

TITLE: Diazo Transparency Production, Part 11

PRODUCER:

DISTRIBUTOR (S): Wayne State University, A-V Utilization Center

ADDRESS: 5448 Cass Avenue
Detroit, Michigan 48202

PHONE: (313) 577-1980

PURCHASE ____ **FREE** ____ **RENTAL** X

PRICE ____ **PRICE** $3.80

MEDIA CONTENT AREA: Overhead Production

MEDIA PACKAGE FORMAT: Film - 10 minutes, color

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Producing diazo transparencies

DESCRIPTION: Demonstates the procedure for making transparencies for overhead projectors by the use of chemical dyes

MEDIA TRAINING KITS AND MATERIALS

TITLE: Handmade Materials for Projection (AV Instructional Materials)

PRODUCER: Indianna University

DISTRIBUTOR (S): Yeshiva University - AV Center Film Library

ADDRESS: 526 West 187 Street
New York, New York

PHONE: (212) SW5-6464

PURCHASE ______ **FREE** ______ **RENTAL** X

PRICE ______ **PRICE** $8

MEDIA CONTENT AREA: Handmade projected materials

MEDIA PACKAGE FORMAT: Film - color, 20 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film projector, Screen

CONTENTS OF PACKAGE: Preparation of materials for overhead, slide and opaque projectors

DESCRIPTION: Demonstrates how the basic principles of transparency, translucency and opaqueness can be applied to the preparation of teaching materials for use in overhead, standard slide, and opaque projectors. It introduces classroom teachers who demonstrate a variety of techniques and materials for inexpensive projected materials; carbon film dot-dusted stencils, coated acetate, adhesive shading and coloring materials, and transfer of magazine pictures to acetate.

MEDIA TRAINING KITS AND MATERIALS

TITLE: "IMC" Transparency Pack

PRODUCER:

DISTRIBUTOR (S): Demco Educational Corporation

ADDRESS: Box 7767
Fresno, California 93727

PHONE: (209) 291-2576

PURCHASE X **FREE** **RENTAL**

PRICE $49.95 **PRICE**

MEDIA CONTENT AREA: Transparency

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead projector

CONTENTS OF PACKAGE: Materials necessary to modify or create new overhead transparencies

DESCRIPTION: Kit includes: 7 rolls transparent color tape, 9 rolls transparent pattern tape, 3 rolls black opaque tape, 14 sheets transfer letters, 4 sheets Contak color tints, 1 roll transfer symbols, plus utility knife with 6 blades, 5 marking pens, 10" circle template ruler, master grid sheet, 12 sheets acetate with printed frames, directions and ideas

MEDIA TRAINING KITS AND MATERIALS

TITLE: Instructional Material Development, Monograph Series #6

PRODUCER: Marie McMahan

DISTRIBUTOR (S): USOE/MSU Regional Instructional Materials Center

ADDRESS: for Handicapped Children and Youth., State Univ. Michigan
213 Erickson Hall, College of Education
East Lansing, Michigan 48823

PHONE:

PURCHASE ______ **FREE** ______ **RENTAL** ______

PRICE ______ **PRICE** ______

MEDIA CONTENT AREA:

MEDIA PACKAGE FORMAT:

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Chapters in: transparencies, dry mounting, laminating, duplicating

DESCRIPTION: This booklet describes techniques for making thermal transparencies from single sheet masters, making diazo, transparencies, and making picture transfer transparencies. Other chapters instruct in dry mounting with seal press and an iron and laminating with seal press and with an APECO Laminator. The final section is devoted to making copies with a spirit duplicator, making thermofax duplicator masters, and making a single paper copy from a single sheet master.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Lecture Series and Workshop Guide

PRODUCER: Dr. Otis McBride, University of Colorado at Boulder

DISTRIBUTOR (S): Visual Products Division, 3M

ADDRESS: Box 3100
St. Paul, Minn 55101

PHONE: (612) 733-1110

PURCHASE X FREE ____ RENTAL ____

PRICE $25 PRICE ____

MEDIA CONTENT AREA: Overhead projector

MEDIA PACKAGE FORMAT: Guide

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ____

CONTENTS OF PACKAGE: Information, equipment, and accessory material related ot overhead projector

DESCRIPTION: This guide has been rated by more than 1,000 colleges and universities as the best source for information, equipment and accessory material related to use of the overhead projector. Authoritative in setting up workshops and in-service programs.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Making Transparencies with Portable Transparency and Developer

PRODUCER: Wayne

DISTRIBUTOR (S): Audio-Visual Utilization Center

ADDRESS: 5448 Cass Avenue
Wayne State University., Detroit, Mich 48202

PHONE: (313) 577-1980

PURCHASE ______ **FREE** ______ **RENTAL** X

PRICE ______ **PRICE** $2.15

MEDIA CONTENT AREA: Transparencies

MEDIA PACKAGE FORMAT: Film - black and white, 7 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film projector, Screen

CONTENTS OF PACKAGE: Essentials of refex printing and direct printing

DESCRIPTION: Shows the essentials of refex printing with opaque material and direct printing with translucent material, and demonstrates how under-exposure and over-exposure can be avoided.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Mounting and Masking Techniques (overhead projection)

PRODUCER: Educational Media Laboratories

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE set $14, manual only $2 **PRICE** ____

MEDIA CONTENT AREA: Overhead projection

MEDIA PACKAGE FORMAT: Set: filmstrip, cassette, student manual
filmstrip is 41 frames

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector, cassette player

CONTENTS OF PACKAGE: How to mount statics and overlays, various masking techniques

DESCRIPTION: This set provides instruction in the steps necessary to mount statics and overlays as well as descriptions of various masking techniques. Other topics include advantages of mounting projectuals., mounting projectuals with overlays attached in registration, different types and sizes of mounts, different arrangements for attaching overlays. For individual instruction or for use in demonstrations or lectures.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Overhead Projection

PRODUCER: GAF

DISTRIBUTOR (S): GAF Corporation

ADDRESS: Audio/Visual Order Department
Johnson City, N.Y. 13790

PHONE: (607) 729-6555

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE individual prices - set $37 **PRICE** ____

MEDIA CONTENT AREA: Overhead projection

MEDIA PACKAGE FORMAT: Transparencies

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead projector

CONTENTS OF PACKAGE: A set of eight transparencies for teacher training about overhead projection

DESCRIPTION:

1. Any Projector - How It Works	$6.25
2. How the Overhead Projector Works	$4.20
3. The Fresnel Lens	$5.60
4. Advantages of Overhead Projection - Big Picture	$4.75
5. Advantages of Overhead Projection - Lighted room, Instructor faces audience and retains control	$4.45
6. Advantages of Overhead Projection - Flexibility	$3.60
7. Lettering for Protection	$4.75
8. Overhead Projector: Nomenclature, Maintenance, Optical Path	$4.75

MEDIA TRAINING KITS AND MATERIALS

TITLE: Overhead Projector, No 4481

PRODUCER: State University of Iowa

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California
Berkeley, California 94720

PHONE: (415) 642-4124

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $4 **PRICE** ____

MEDIA CONTENT AREA: Overhead projector

MEDIA PACKAGE FORMAT: 16mm film, 16 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: Use of 10" by 10" overhead projector and method of producing transparencies for use with it.

DESCRIPTION: The film shows the fundamental purposes and use of the 10" by 10" overhead projector and the method of production transparencies for use with this equipment. The film is intended primarily for use in teacher-training courses or industrial training courses. It gives many examples of different uses of the overhead projector in various training situations. The production of transparencies is illustrated from the very simple methods of lettering and drawing on acetate through the different processes used in making transparencies and overlays by the sensitized diazo foil process. The method of copying pictures by the autopositive method is shown

MEDIA TRAINING KITS AND MATERIALS

TITLE: Planning The Projectual (overhead projection)

PRODUCER: Education Media Laboratories

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X **FREE** ______ **RENTAL** ______

PRICE $14 set / manual only $2 **PRICE** ______

MEDIA CONTENT AREA: Overhead Projection

MEDIA PACKAGE FORMAT: Set: Filmstrip, Cassette, Student Manual
Filmstrip is 47 frames

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip, projector, Cassette Player

CONTENTS OF PACKAGE: Setting objectives, storyboarding, composition, use of color and overlays.

DESCRIPTION: This set provides instruction in skills needed to plan the production of overhead projectuals, including setting objectives, storyboarding, composition and the use of color and overlays. Also included; planning, identifying elements in planning and designing projectuals, planning layout, producing a series of projectuals for instructional use. For individual instruction or for use in demonstrations or lectures.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Projecting Ideas on the Overhead

PRODUCER: Wayne State University

DISTRIBUTOR (S): Wayne State University - A-V Utilization Center

ADDRESS: 5448 Cass Avenue
Detroit, Michigan 48202

PHONE: (313) 577-1980

PURCHASE ____ **FREE** ____ **RENTAL** X

PRICE ____ **PRICE** $5.35

MEDIA CONTENT AREA: Overhead Projection

MEDIA PACKAGE FORMAT: Film - 17 minutes, color

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Overhead projection tools and techniques

DESCRIPTION: Overhead projection tools and techniques including color acetate, grease pencil, carbon acetate, polarization, and overlay materials

MEDIA TRAINING KITS AND MATERIALS

TITLE: Principles of Projection

PRODUCER: Wayne State University

DISTRIBUTOR (S): Wayne State University - A-V Utilization Center

ADDRESS: 5448 Cass Avenue
Detroit, Michigan 48202

PHONE: (313) 577-1980

PURCHASE ____ **FREE** ____ **RENTAL** X

PRICE ____ **PRICE** $2

MEDIA CONTENT AREA: Projection

MEDIA PACKAGE FORMAT: Filmstrip - 26 frames, black and white

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Filmstrip and script describing principles of projection

DESCRIPTION: Discusses image formation, lenses, mirrors, and diascopes. Script must accompany this filmstrip

MEDIA TRAINING KITS AND MATERIALS

TITLE: Simple Projectual Production (Overhead Projection)

PRODUCER: Educational Media Center

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holyoke, Ca 01040

PHONE: (413) 536-8380

PURCHASE X **FREE** . **RENTAL**

PRICE set $14 - Manual only $2 **PRICE**

MEDIA CONTENT AREA: Overhead Projection

MEDIA PACKAGE FORMAT: Set: filmstrip (40 frames), cassette, student manual

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector, cassette player

CONTENTS OF PACKAGE: Standards and techniques for preparing projectuals, thermal masters and thermal projectuals

DESCRIPTION: This set provides instruction in basic standards and techniques for preparing handmade projectuals. It also describes procedures for making thermal masters and thermal projectuals. Also included: uses for frosted acetate, different lettering techniques, different types of thermal film, adding color to thermal projectuals. For individual instruction or for use in demonstrations or lectures.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Starter Kit for Transparency Production

PRODUCER: Beseler

DISTRIBUTOR (S): NASCO Instructional Materials - West

ADDRESS: P.O. Box 3837
Modesto, California 95352

PHONE: (209) 529-6957

PURCHASE X **FREE** **RENTAL**

PRICE $45 **PRICE**

MEDIA CONTENT AREA: Transparency - overhead projection

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead projector

CONTENTS OF PACKAGE: Materials for making your own transparencies

DESCRIPTION: Designed to make 10" by 10" transparencies, kit includes: 25 acetate sheets, 1 triangle 45°, 2 Vu-Graph colored adhesive sheets, 10 mounts, 1 copy Vu-Graphics, 10 Vu-Graph film, 6 Vu-Graph colored acetate sheets, 1 roll tape, 10 sheets Vu-Graph carbon, 1 Vu-Graph tracing pad, 2 Vu-Graph pencils, 1 brush #4, 1 Vu-Graph grid sheet, 1 Vu-Graph cleaner, 1 brush #2, 1 carrying case, 1 set Vu-Graph inks, 1 pen holder, 1 Triangle 30°- 60°, 1 pen point

MEDIA TRAINING KITS AND MATERIALS

TITLE: Teaching with the Overhead Projector

PRODUCER: Instructo

DISTRIBUTOR (S): Educative Toys and Supplies

ADDRESS: 6320 Vesper Avenue
Van Nuys, California

PHONE: ST2-5580

PURCHASE X **FREE** **RENTAL**

PRICE $.50 **PRICE**

MEDIA CONTENT AREA: Overhead Projector

MEDIA PACKAGE FORMAT: Manual

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Preparation and Presentation

DESCRIPTION: 32 pages teachers manual. Describes methods of preparation and presentation

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Overhead Projector

PRODUCER:

DISTRIBUTOR (S): Educational Filmstrips

ADDRESS: 1401 19th Street
Huntsville, Texas 77340

PHONE: (713) 295-5767

PURCHASE X **FREE** **RENTAL**

PRICE set $24 **PRICE**

MEDIA CONTENT AREA: Overhead projector - transparencies

MEDIA PACKAGE FORMAT: Filmstrips - four, color, captioned

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector

CONTENTS OF PACKAGE: Designed and production of overhead transparencies, evaluation of commercially produced transparencies

DESCRIPTION: Elements fo overhead transparency design and production are emphasized in a set of four filmstrips. As an in-service training aid, discussions on evaluating and using commercially produced transparencies are included. Titles of the filmstrips are:

1. The Overhead Projector
2. Teaching the Overhead Projector
3. Evaluating of Transparencies
4. Basic Transparency Production

MEDIA TRAINING KITS AND MATERIALS

TITLE: "The Overhead Projector","Preparing Materials"

PRODUCER:

DISTRIBUTOR (S): Visual Products Division, 3M

ADDRESS: Box 3100
St. Paul, Minn 55101

PHONE: (612) 733-1110

PURCHASE X **FREE** . **RENTAL**

PRICE $100 each **PRICE**

MEDIA CONTENT AREA: Overhead projector and transparencies

MEDIA PACKAGE FORMAT: 16mm films, "overhead projector" is 27 minutes, "Preparing Materials" is 23 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm film projector, screen

CONTENTS OF PACKAGE: Functions and uses of overhead projectors and transparencies

DESCRIPTION: These sound-kinescope prints of actual instructional programs on the overhead projector can be used as portable demonstrators. "The Overhead Projector" details and demonstrates effective classroom uses and reinforcement techniques. "Preparing Materials" explains different functions and uses of various transparency-making materials, the best sources of acquiring visual originals.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Overhead System - Production, Implementation and Utilization

PRODUCER: Richard and Smith

DISTRIBUTOR (S): Instructional Media Center (VIB)

ADDRESS: University of Texas at Austin
P.O. Drawer W., University Station
Austin, Texas 78712

PHONE: (614) 422-7596

PURCHASE X **FREE** **RENTAL**

PRICE $2.50 **PRICE**

MEDIA CONTENT AREA: Overhead System

MEDIA PACKAGE FORMAT: Handbook

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Production of transparencies, planning transparencies, commerically produced materials

DESCRIPTION: A handbook instructing in the production of handmade simple transparencies and variations such as heat-transfer, diazo, photographic (wet-process), and color-lift transparencies. Commerically produced overhead materials and special uses and effects are included. Equipment and materials and the addresses for their sources are listed.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Teacher and Overhead Projection

PRODUCER: Morton J. Schultz

DISTRIBUTOR (S): Prentice Hall Library., Bookstore Division

ADDRESS: Box 500
Englewood Cliffs, N.J. 07632

PHONE: (201) 592-2000

PURCHASE X **FREE** ______ **RENTAL** ______

PRICE $8.95 **PRICE** ______

MEDIA CONTENT AREA: Overhead projection

MEDIA PACKAGE FORMAT: Book - 240 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ______

CONTENTS OF PACKAGE: How to use overhead projection in the classroom

DESCRIPTION: A practical and functional guide to overhead projection for teachers on every level from grade school to university. Illustrated with over 200 line drawings, photographs, charts and diagrams, this book covers all the technical aspects of overhead projection and shows how to use projectors for maximum teaching effectiveness

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Teacher and Overhead Projection

PRODUCER:

DISTRIBUTOR (S): Visual Products Division, 3M

ADDRESS: Box 3100
St. Paul, Minn 55101

PHONE: (612) 733-1110

PURCHASE X **FREE** **RENTAL**

PRICE $7.50 **PRICE**

MEDIA CONTENT AREA: Overhead Projection

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Techniques and applications of overhead projection

DESCRIPTION: This book offers the most comprehensive material on overhead projection, techniques and applications. Teachers in some 15,000 schools contributed to its content. It is a classroom must for those interested in getting maximum value from their equipment.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Use of Overhead Projection in Classrooms for the Mentally Retarded

PRODUCER: Edward L. Meyer

DISTRIBUTOR (S): Special Education Curriculum Development Center

ADDRESS: University of Iowa

PHONE: (319) 353-2121

PURCHASE X **FREE** **RENTAL**

PRICE **PRICE**

MEDIA CONTENT AREA: Overhead Projection

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Chapters: projector operation, transparency design, teaching with overhead projection

DESCRIPTION: This training book first discusses the need for casual presentation for the mentally retarded. Subsequent chapters instruct in the proper operation and maintenance of overhead projections, and the designing and producing of transparencies using simple techniques and more complex ones such as Thermofax, diazo, and lifting. Throughout these chapters and the concluding chapter on teaching with the overhead projector, special tips are given on their best use with the mentally retarded.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Transparency Making Kit

PRODUCER:

DISTRIBUTOR (S): Sargent-Welch Scientific Co

ADDRESS: 1617 East Ball Road
Anaheim, California 92803

PHONE: (213) 772-3550

PURCHASE X **FREE** **RENTAL**

PRICE $49.95 **PRICE**

MEDIA CONTENT AREA: Transparency

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead projector

CONTENTS OF PACKAGE: 16 rolls of transparent color and pattern tapes, 3 rolls of opaque tape, 18 sheets of various colors, sizes, and styles of dry-transfer letters, numbers and symbols, utility knife and blades, 5 marking pens in transparent colors, circle template ruler, grid sheet, 12 acetate sheets with frames, instructions, a booklet on preparation and use of transparencies.

DESCRIPTION: Transparencies for overhead projectors may be created for existing ones revised with the materials in this kit. Lines, shading, lettering, or various symbols in either black or color can be applied. The materials are supplied in a sturdy storage container

MEDIA TRAINING KITS AND MATERIALS

TITLE: Transparency Starter Kit

PRODUCER:

DISTRIBUTOR (S): Visual Products Division, 3M

ADDRESS: Box 3100
St. Paul, Minn 55101

PHONE: (612) 733-1110

PURCHASE X **FREE** **RENTAL**

PRICE $8.60 **PRICE**

MEDIA CONTENT AREA: Transparency

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead projector

CONTENTS OF PACKAGE: Materials required to produce your own transparencies

DESCRIPTION: Contains all items necessary to learn the techniques of preparing, mounting, and coloring transparencies. Includes pencil pack, a pack of coloring pens, color adhesive film, 10 mounting frames, plus a roll of tape

MEDIA TRAINING KITS AND MATERIALS

TITLE: Using The Overhead Projector

PRODUCER: Educational Media Laboratories

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X **FREE** . **RENTAL**

PRICE set $14 **PRICE**

MEDIA CONTENT AREA: Overhead Projector

MEDIA PACKAGE FORMAT: Set: Filmstrip (43 frames), cassette, student manual

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector, cassette player

CONTENTS OF PACKAGE: Uses of overhead projector, compared with opaque projector

DESCRIPTION: This set provides instruction in the various uses of overhead projectors. The filmstrip compares the overhead projector with opaque projector. Advantages of using overhead projector, operation of overhead and opaque projectors, use of transparent and opaque materials and use of masks and overlays on the overhead projector, rules for proper presentation technique, instructional uses for overhead projector, using overhead projector to present information effectively at a controlled rate. For individual instruction or for use in demonstrations or lectures.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Workshop Kit "A"

PRODUCER: Roy Frye, Educational Media Laboratories

DISTRIBUTOR (S): Customer Service Dept., Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $14.95 **PRICE** ____

MEDIA CONTENT AREA: Diazo transparencies

MEDIA PACKAGE FORMAT: Kit - booklet, diazo masters, mounts, pin registration card, tape, dispenser, techniques, knife, ruler, pen, pencil, vellum die cut, clear aceate, dizaochorome, selector, cleaning fabric

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead projector

CONTENTS OF PACKAGE: Instructions and all equipment for learning how to make diazo transparencies

DESCRIPTION: This is a complete starter kit for introducing a class to the principal materials and techniques for making diazo transparencies. Designed for teacher training, teacher aide and library aide training.

MEDIA TRAINING KITS AND MATERIALS

TITLE: A Complete Course In Beginning Photography

PRODUCER:

DISTRIBUTOR (S): Audiovisual Service

ADDRESS: Arizona State University
Tempe, Arizona 85281

PHONE: (602) 965-5073

PURCHASE X FREE RENTAL

PRICE $250 PRICE

MEDIA CONTENT AREA: Photography

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Creative Photography - Camera Series Creative Photography - Darkroom Series, 12 Creative Photography - Camera and Darkroom, Manuals and the Creative Photography - Film Loading Series

DESCRIPTION: Color filmstrips which may be used on any filmstrip projector or viewer. The audio cassettes are audible - inaudible. Lab manual has 19 assignments closely related to the instructional material contained in the filmstrips and films. The printed guide includes a complete narration for each filmstrip and a picture for each frame. All materials are designed for individualized instruction or group presentation

MEDIA TRAINING KITS AND MATERIALS

TITLE: Basic Composition (photographic)

PRODUCER:

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X **FREE** **RENTAL**

PRICE set $14 **PRICE**

MEDIA CONTENT AREA: Photographic composition for instructional uses

MEDIA PACKAGE FORMAT: Set: Filmstrip, Cassette, Student Manual

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector, Cassette player

CONTENTS OF PACKAGE: Composing pictures for instructional purposes

DESCRIPTION: This set provides instruction in basic photographic composition specifically related to production photographs for instructional purposes. It emphasizes the importance of the photographer and identifies the camera as an objective-seeing tool. Basic components of a camera, common errors in composition, recognition of importance of photographer's eye and brain in composing photographs, properly composing pictures through the camera viewfinder are included.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Big Shot

PRODUCER: Polaroid

DISTRIBUTOR (S): Polaroid Corporation

ADDRESS: 2040 East Maple Avenue
El Segundo, California 90245

PHONE: (213) 644-2221

PURCHASE ______ **FREE** ______ **RENTAL** ______

PRICE ______ **PRICE** ______

MEDIA CONTENT AREA: Polaroid Camera

MEDIA PACKAGE FORMAT: Booklet

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ______

CONTENTS OF PACKAGE: How to make the best use of the Big Shot Camera

DESCRIPTION: This 23 page booklet explains the functioning and use of the Big Shot Polaroid Land Camera. Includes using the rangefinder, developing, and many tips for good pictures

MEDIA TRAINING KITS AND MATERIALS

TITLE: Cameras in Education

PRODUCER: Roy Frye, Educational Media Laboratories

DISTRIBUTOR (S): Customer Service Department, Scott Education Div

ADDRESS: 104 Lower Westfield Road
Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE set $135 each participant's manual $2 **PRICE** ____

MEDIA CONTENT AREA: Cameras

MEDIA PACKAGE FORMAT: Kit Contains: 12 overhead transparencies, 4 filmstrips, 2 cassettes, instructor's manual, 15 participants manuals.

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead projector, Filmstrip projector, Cassette tape recorder

CONTENTS OF PACKAGE: How to use cameras and its use in the classroom work

DESCRIPTION: With the advent of inexpensive, instant-load cameras, almost everyone has a camera of some kind today. This series is designed to help teachers and students become more aware of the camera's potential for use in specific classroom work. Components focus attention of teachers on matters of composition, organization and possible areas of application. Both instructor's and participant's manuals are carefully correlated to sound filmstrip and review transparencies. Suggested procedure for conducting in-service workshops is included in the instructors manual

MEDIA TRAINING KITS AND MATERIALS

TITLE: Creative Photography - Camera and Darkroom Manual

PRODUCER:

DISTRIBUTOR (S): Audiovisual Services

ADDRESS: Arizona State University
Tempe, Arizona 85281

PHONE: (602) 965-5073

PURCHASE X FREE RENTAL

PRICE $5 PRICE

MEDIA CONTENT AREA: Photography

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Individual student lab manual with 19 photographic assignments

DESCRIPTION: The lab manual has 19 assignments closely related to the instructional material contained in the filmstrip and films

MEDIA TRAINING KITS AND MATERIALS

TITLE: Creative Photography - Camera Series

PRODUCER:

DISTRIBUTOR (S): Audiovisual Services

ADDRESS: Arizona State University
Tempe, Arizona 85281

PHONE: (602) 965-5073

PURCHASE X **FREE** **RENTAL**

PRICE $90 **PRICE**

MEDIA CONTENT AREA: Photography

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Camera, Filmstrip Projector, Viewer

CONTENTS OF PACKAGE: Six filmstrips, six cassettes, instructional guide and storage album

DESCRIPTION: The sound color filmstrips maybe used on any filmstrip projector. The cassettes are audible - inaudible. The printed guide includes complete narration for each filmstrip and a picture of each frame. Included are, behavioral objectives, outlines of frame content, suggestions for group discussion and follow-up activities, a complete glossary and a selected bibliography. All materials are specifically designed for individualized instruction or group presentation.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Creative Photography - Darkroom Series

PRODUCER:

DISTRIBUTOR (S): Audiovisual Services

ADDRESS: Arizona State University
Tempe, Arizona 85281

PHONE: (602) 965-5073

PURCHASE X **FREE** **RENTAL**

PRICE $90 **PRICE**

MEDIA CONTENT AREA: Photography

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Camera

CONTENTS OF PACKAGE: Six filmstrips, six cassettes, instructional guide and storage album

DESCRIPTION: Provided in the kit are: sound color filmstrips which can be used on any filmstrip projector or viewer. The audio cassettes are audible - inaudible. Nineteen assignments closely related to the instructional material contained in the filmstrip and films is in the lab manual. A printed quide includes complete narration for each filmstip. All materials are designed for individualized instruction or group presentation.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Exploring with the Time-Lapse Camera

PRODUCER: International Film Bureau

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University if California
Berkeley, California 94720

PHONE: (415) 642-4124

PURCHASE		FREE		RENTAL	X
PRICE				PRICE	$11

MEDIA CONTENT AREA: Camera

MEDIA PACKAGE FORMAT: Film - 11 minutes, color

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Techniques of time-lapse photography

DESCRIPTION: Basic explanation of the techniques of time-lapse cinematography and many examples of its uses. Points out that any amateur's movie camera can be used for time-lapse photography if it has a single-frame release. Emphasis is on practical uses, but also shows that stylistically the results of time-lapse cinematography can be comic, lyrical, entertaining, and revealing

MEDIA TRAINING KITS AND MATERIALS

TITLE: High Contrast Photography for Instruction, No 3257

PRODUCER: Indiana University

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California
Berkeley, California 94720

PHONE: (415) 642-4124

PURCHASE ______ **FREE** ______ **RENTAL** X

PRICE ______ **PRICE** $7

MEDIA CONTENT AREA: High contrast photography

MEDIA PACKAGE FORMAT: film, 16mm, 14 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: Making negatives and prints, duplication, transparencies, photograms, coloring, combining two negatives

DESCRIPTION: Making negatives and prints on high contrast film; the preparation and duplication of materials for making slides, large transparencies, and paper prints; making a photogram; copying a line drawing from a book; making photocopies of material assembled on a flannel board, menu board, and a "paste-up"; coloring combining two negatives; making multiple copies. Shows the basic steps of setting up to photograph materials on high contrast film as well as the processing of the film

MEDIA TRAINING KITS AND MATERIALS

TITLE: How To Make Better Polaroid Instant Pictures

PRODUCER: Paul Giambarba (Author)

DISTRIBUTOR (S): Customer Service

ADDRESS: Polaroid Corporation
Cambridge, Mass 02139

PHONE: (617) 864-4568

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $2.50 **PRICE** ____

MEDIA CONTENT AREA: Polaroid Pictures

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Sample Chapters: basic information on models, lighting, picture content, composition, care

DESCRIPTION: This book is a very complete guide to using and making the most of the Polaroid Land Camera. Camera models, accessories, handling, and capabilities are described. Advice for better picture taking includes the areas of lighting, picture content, attention to details and composition. Techniques are suggested for taking pictures of people, travel, still life, animals, and after dark. A section deals with uses for pictures and care of camera and film

MEDIA TRAINING KITS AND MATERIALS

TITLE: How to Use Your Polaroid Land Camera Model 450 or Model 440

PRODUCER:

DISTRIBUTOR (S): Polaroid Customer Service

ADDRESS: Polaroid Corporation
Cambridge, Mass 02139

PHONE: (617) 864-4568

PURCHASE FREE X RENTAL

PRICE PRICE

MEDIA CONTENT AREA: Polaroid cameras

MEDIA PACKAGE FORMAT: Booklets

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: How to use different polaroid models

DESCRIPTION: These booklets describe the use of different models of Polaroid cameras. Tips for best results are included, as is advice regarding copies repair stations and warranty instructions are listed

MEDIA TRAINING KITS AND MATERIALS

TITLE: Kodak Pamphlets (Publication list No MPE-1)

PRODUCER:

DISTRIBUTOR (S): Eastman Kodak Company

ADDRESS: Department 412-L
Rochester, New York 14650

PHONE: (716) 325-2000

PURCHASE ____ **FREE** X **RENTAL** ____

PRICE ____ **PRICE** ____

MEDIA CONTENT AREA: Photographic products and uses

MEDIA PACKAGE FORMAT: Pamphlets

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE:

1. Audio-visual Planning Equipment (S-11)
2. Audio-visual Projection (S-3)
3. Effective Lecture Slides (S-22)
4. Planning and Producing Visual Aids (S-13)
5. Wide-Screen and Multiple-Screen Presentations (S-28)
6. Selected References on Audio-visual Publications (S-10)

DESCRIPTION: Precise, concise, accurate information covering a large variety of photographic subjects, including audio-visual products and their uses. Available singly and in bulk

MEDIA TRAINING KITS AND MATERIALS

TITLE: Kodak Books and Specialty Items

PRODUCER:

DISTRIBUTOR (S): Eastman Kodak Company

ADDRESS: Department 412-L
Rochester, New York 14650

PHONE: (716) 325-2000 (ask for Publications List #MPE-1)

PURCHASE ______ **FREE** X **RENTAL** ______

PRICE ______ **PRICE** ______

MEDIA CONTENT AREA: Photographic uses

MEDIA PACKAGE FORMAT: Data Guides, Data Books, Packets, Catalogs

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE:

1. Applied Color Photography Indoors (E-76)
2. Basic Developing, Printing, and Enlarging (AJ-2)
3. Audio-visual Literature Packet (U-915)
4. Copying (M-1)
5. Filters for Black-and-White and Color Pictures (AB-1)
6. How to Make Good Pictures (AW-1)
7. New Adventures in Indoor Color Slides (AE-7)
8. New Adventures in Outdoor Color Slides (AE-9)
9. Photography Through the Microscope (P-2)

MEDIA TRAINING KITS AND MATERIALS

TITLE: Kodak Visualmaker

PRODUCER: Kodak

DISTRIBUTOR (S): Fisher Scientific Company, Stansi Education

ADDRESS: Materials Division - 1259 North Wood Street
Chicago, Illinois 60622

PHONE: (312) 772-3100

PURCHASE X **FREE** ______ **RENTAL** ______

PRICE $112.50 **PRICE** ______

MEDIA CONTENT AREA: Camera

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: A complete visual production kit that makes it easy for anyone to make their own top-quality visuals

DESCRIPTION: Includes: Kodak Instamatic 304 Camera, and 8x8 inch copy stand, a pitol grip, a wrist strap for the camera, 1 cartridge of Kodachrome - X film (126-20), 5 flashcubes, 2 AAA-size batteries, and a complete set of instructions and suggested applications. All stored in a heavy-duty, fitted attache case

MEDIA TRAINING KITS AND MATERIALS

TITLE: Photography: Close-ups and Copying with 35mm Cameras

PRODUCER: John W. Norviel

DISTRIBUTOR (S): Bailey Films, Inc

ADDRESS: 6509 De Longpre Avenue
Hollywood, California 90028

PHONE: (213) 829-2901

PURCHASE X **FREE** ______ **RENTAL** ______

PRICE Complete set and case $39.00
Each strip $7., each record $5., manual $1 **PRICE** ______

MEDIA CONTENT AREA: Photography

MEDIA PACKAGE FORMAT: Filmstrip and Records

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector and record player

CONTENTS OF PACKAGE: How to photograph close-ups and copy slides

DESCRIPTION: Graphic color photographs and art work are combined with narration to explain the use of 35mm cameras in photographing close-ups and copying slides. Supplementary materials is included in a manual for those who desire further depth study. Four color filmstrips (average 55 frames), four 12" LP records, 32 page illustrated manual

MEDIA TRAINING KITS AND MATERIALS

TITLE: Photography Series

PRODUCER: EMI

DISTRIBUTOR (S): Educational Media Incorporated

ADDRESS: 809 Industrial Way., P.O. Box 39
Ellensburg, Washington 98926

PHONE: (509) 962-2578

PURCHASE X **FREE** ______ **RENTAL** ______

PRICE set $24., ea transparency $2., manual $1.25 **PRICE** ______

MEDIA CONTENT AREA: Photography

MEDIA PACKAGE FORMAT: 13 overhead transparencies, manual

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead projector

CONTENTS OF PACKAGE: Basic photographic instruction

DESCRIPTION: For use in audio-visual education production classes. Titles of transparencies are: Close-up Devices, Copy Stands, Viewfinder Systems, Lighting Systems (A & B), Light Meter Types, Box Camera, 35mm Camera, Twin Lens Reflex Camera, Process Camera, Polaroid Camera, View Camera, Press Camera

MEDIA TRAINING KITS AND MATERIALS

TITLE: Preparing Projected Materials

PRODUCER: Visual Education Films

DISTRIBUTOR (S): Bailey Films, Inc

ADDRESS: 6509 De Longpre Avenue
Hollywood, Ca 90028

PHONE: (213) 829-2901

PURCHASE X **FREE** ____ **RENTAL** X

PRICE $160 **PRICE** $8

MEDIA CONTENT AREA: 2 x 2 cameras, Polaroid copying stand, thermofax

MEDIA PACKAGE FORMAT: Film - 15 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: 2 x 2 cameras, Polaroid copying stand and Polaroid back for a Graphic camera, thermofax, opaque and overhead, 2 x 2 projectors

DESCRIPTION: Among the demonstrations are use of 2 x 2 cameras, Polaroid copying stand, Polaroid back for a graphic camera, thermofax copier for copying and color lift-off, overhead, opaque, and 2 x 2 projectors - 15minutes

MEDIA TRAINING KITS AND MATERIALS

TITLE: Teaching with Still Pictures

PRODUCER: Wayne State University

DISTRIBUTOR (S): Wayne State University, A-V Utilization Center

ADDRESS: 5448 Cass Avenue
Detroit, Mich 48202

PHONE: (313) 577-1980

PURCHASE ______ FREE ______ RENTAL X

PRICE ______ PRICE $2

MEDIA CONTENT AREA: Still pictures

MEDIA PACKAGE FORMAT: Filmstrip - 53 frames, color

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Using pictures in teaching

DESCRIPTION: This filmstrip applies the findings from experimental research and classroom experience to the following topics: how still pictures increase learning, how children look at pictures, children's preferences for pictures, how to choose the right picture for teaching

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Simple Camera

PRODUCER: Assoc for Educational Communications and Technology

DISTRIBUTOR (S): AECT Publications, Department PC

ADDRESS: 1201 16th Street, N.W.
Washington, D.C. 20036

PHONE: (202) 833-4180

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $36 **PRICE** ____

MEDIA CONTENT AREA: Photography

MEDIA PACKAGE FORMAT: Filmstrips and instructor's manuals

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Basic picture taking

DESCRIPTION: Designed primarily for teachers who know relatively little about photography. This award-winning package covers both basic photographic theory and good picture-taking practices. Each lesson is described in a manual that presents the lesson objective, materials to use, class activities for students and homework assignments. The set contains over 500 projected visuals

MEDIA TRAINING KITS AND MATERIALS

TITLE: Using Simple Cameras

PRODUCER:

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X **FREE** **RENTAL**

PRICE $14 **PRICE**

MEDIA CONTENT AREA: Cartridge-load cameras

MEDIA PACKAGE FORMAT: Set: Filmstrip (31 frames, cassette, student manual

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector, cassette, student manual

CONTENTS OF PACKAGE: Operation of cartridge-load cameras, types of film

DESCRIPTION: This set provides instruction in operating cartridge-load cameras. It also includes a discussion of various types of film, Advantages of using slides for instruction, description of Kodak S-10 cartridge-load camera, distance ranges when using flash cubes, camera useage for the out doors under various light conditions, prepare camera for shooting, shoot a good slide series for instructional use are topics included. For individual instruction or for use in demonstration or lectures.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audio Visual Education Use of Lantern Slides in Teaching

PRODUCER: National Education Association

DISTRIBUTOR (S): National Center for Audio Tapes

ADDRESS: Stadium Building Room 320
University of Colorado

PHONE: (303) 492-7341

PURCHASE X FREE ______ RENTAL ______

PRICE #.90 PRICE ______

MEDIA CONTENT AREA: lantern slides

MEDIA PACKAGE FORMAT: tape

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: tape player

CONTENTS OF PACKAGE: ______

DESCRIPTION: 40 minutes, describes the various types of A-V equipment for teachers.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Handmade Lantern Slides

PRODUCER: Wayne State

DISTRIBUTOR (S): Wayne State University, A-V Utilization Center

ADDRESS: 5448 Cass Avenue
Detroit, Michigan 48202

PHONE: (313) 577-2424

PURCHASE ______ FREE ______ RENTAL X

PRICE ______ PRICE $2.00

MEDIA CONTENT AREA: Lantern slides

MEDIA PACKAGE FORMAT: Filmstrip - 50 frames, color

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Making lantern slides, types

DESCRIPTION: Illustrates how to make your own slides. Also illustrates several different types of handmade slides.

MEDIA TRAINING KITS AND MATERIALS

TITLE: How to Make Handmade Lantern Slides

PRODUCER: Indiana University

DISTRIBUTOR (S): Yeshiva University, AV Center Film Library

ADDRESS: 526 West 187 Street
New York, N.Y.

PHONE: (212) SW5-6460

PURCHASE ____ FREE ____ RENTAL X

PRICE ____ PRICE $7.00

MEDIA CONTENT AREA: ____

MEDIA PACKAGE FORMAT: Film - color, 22 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film projector, screen

CONTENTS OF PACKAGE: Production techniques for lantern slides

DESCRIPTION: The basic production techniques for eight types of handmade slides are featured. Teachers demonstrate how to make the types of slides most appropriate for use on various grade levels. Many suggestions concerning sources of content materials and uses for the various slides are also presented.

MEDIA TRAINING PACKAGES AND MATERIALS

TITLE: Instructional Applications (2x2 slides)

PRODUCER: Scott

DISTRIBUTOR(S): Scott Education Division

ADDRESS: 104 Lower Westfield Rd.
Holyoke, Ma. 01040

PHONE: (413) 536-8380

PURCHSE x FREE RENTAL
PRICE $14.00 PRICE

MEDIA CONTENT AREA: 2x2 slides

MEDIA PACKAGE FORMAT: set:filmstrip, cassette, student manual. Filmstrip is 28 frames.

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:
filmstrip projector, cassette player

SUPPLEMENTARY OR CONSUMABLE MATERIALS USER MUST PROVIDE:

NUMBER OF PARTICIPANTS KIT IS DESIGNED FOR:
one

CONTENTS OF PACKAGE: Using slides for instruction, producing slide units

DESCRIPTION: This set provides instruction in various uses for slides in different instructional situations. The students different photographic techniques applied to specific situations. Advantages of using slide for instruction, how to tailor-make slides of local subjects to meet local instructional needs, various uses for slides, importance of student use of cameras, producing slide unit for different instructional needs. For individual instruction or for use in demonstration or lectures.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Making Slide Duplicates, Titles and Film strips

PRODUCER: Rothschild 1965

DISTRIBUTOR (S): Chilton Book Company

ADDRESS: Radnor, Pennsylvania 19089

PHONE: (215, 687-8200

PURCHASE ______ FREE ______ RENTAL ______

PRICE ______ PRICE ______

MEDIA CONTENT AREA: Duplicates, titles, filmstrips

MEDIA PACKAGE FORMAT: book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: How to make slide duplicates, titles and filmstrips

DESCRIPTION: Explicit directions with charts and photographs to show various cameras as well as procedures for making duplicates.

MEDIA TRAINING PACKAGES AND MATERIALS

TITLE: Photographic Slides for Instruction

PRODUCER: Indiana University

DISTRIBUTOR(S): Lifelong Learning, University Extension

ADDRESS: University of California
Berkley, Ca. 94720

PHONE: (415) 642-4124

PURCHSE PRICE ______ FREE ______ RENTAL PRICE X $7.00

MEDIA CONTENT AREA: photographic slides

MEDIA PACKAGE FORMAT: 16mm film, 11 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:
16mm projector

SUPPLEMENTARY OR CONSUMABLE MATERIALS USER MUST PROVIDE:

NUMBER OF PARTICIPANTS KIT IS DESIGNED FOR:
open

CONTENTS OF PACKAGE: Basic techniques of making slides and instructional uses.

DESCRIPTION: This film is designed to demonstrate the basic techniques of making photographic slides and to demonstrate their instructional purpose by showing a variety ofuse situations. Included in the content are preparation and use of 2X2 color slides (indoor and outdoor shooting); Polaroid positive transparencies; simple copy work and sound slide presentations.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Planning and Producing Handmade Slides and Filmstrips for the Classroom

PRODUCER: Arthur Ring

DISTRIBUTOR (S): Earon Teacher Aids

ADDRESS: 6 Davis Drive
Belmont, CA 94002

PHONE: (415) 592-7810

PURCHASE X **FREE** **RENTAL**

PRICE $2.75 **PRICE**

MEDIA CONTENT AREA: slides, filmstrips

MEDIA PACKAGE FORMAT: book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE:

DESCRIPTION:

MEDIA TRAINING PACKAGES AND MATERIALS

TITLE: Planning Slide Units

PRODUCER: Scott

DISTRIBUTOR(S): Scott Education Division

ADDRESS: 104 Lower Westfield Rd.
Holyoke, Ma. 01040

PHONE: (413) 536-8380

PURCHSE x FREE ___ RENTAL ___
PRICE $14.00 PRICE ___

MEDIA CONTENT AREA: slides

MEDIA PACKAGE FORMAT: set: filmstrip,(33 frames), cassette, manual

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: filmstrip projector, cassette player

SUPPLEMENTARY OR CONSUMABLE MATERIALS USER MUST PROVIDE:

NUMBER OF PARTICIPANTS KIT IS DESIGNED FOR: one

CONTENTS OF PACKAGE: Preparation of slide units, examples of good and poor slides

DESCRIPTION: This set provides instruction in the proparation of slide units, including setting objectives and organizing storyboards and script for production. The filmstrip includes examples of both good and poor slides in order to assist the student in establishing minimum quality standards. For individual instruction or for use in demonstrations or lectures. Also includes common errors often made, steps in planning a slide unit, producing a slide-tape presentation.

MEDIA TRAINING PACKAGES AND MATERIALS

TITLE: Producing Slides and Filmstrips

PRODUCER: Kodak

DISTRIBUTOR(S): Eastman Kodak Co.
Box 454
Rochester, N Y. 14650
(716) 325-2000

PURCHSE x FREE ____ RENTAL ____
PRICE $1.75 PRICE ____

MEDIA CONTENT AREA: slides and filmstrips

MEDIA PACKAGE FORMAT: pamphlet

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

SUPPLEMENTARY OR CONSUMABLE MATERIALS USER MUST PROVIDE:

NUMBER OF PARTICIPANTS KIT IS DESIGNED FOR:
open

CONTENTS OF PACKAGE: preparation of visual presentations

DESCRIPTION: Covers preparation of visual presentations for industrial, and educational purposes.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Production of 2" x 2" Slides for School Use

PRODUCER: Joe Coltharp

DISTRIBUTOR (S): Instructional Meida Center

ADDRESS: University of Texas at Austin
Drawer W, University Station

PHONE: Austin, Texas 78712

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE 2.50 **PRICE** ____

MEDIA CONTENT AREA: 2" x 2" slides

MEDIA PACKAGE FORMAT: handbook

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Why use 2x2 inch slides, equipment and supplies, techniques in production, copying, printing, processing, mounting and binding.

DESCRIPTION: With the recent availability of semiautomatic cameras and automatic projection equipment, the 2x2 inch slide has become a practical and useful classroom aid. This booklet describes techniques that teachers may employ in producing 2x2 inch slides for use in classroom teaching. Attention is given to the importance of local production to equipment and supplies needed and to techniques used in copying, processing and mounting slides. Sources of materials and equipment are listed.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Slide Copying

PRODUCER: Wayne State University

DISTRIBUTOR (S): Wayne State University., A-V Utilization Center

ADDRESS: 5448 Cass Avenue
Detroit, Michigan 48202

PHONE: (313) 577-2424

PURCHASE ____ **FREE** ____ **RENTAL** X

PRICE ____ **PRICE** $2.70

MEDIA CONTENT AREA: Slides

MEDIA PACKAGE FORMAT: Film - 17 minutes, color

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Using a 35mm camera to copy slides

DESCRIPTION: Photographs and art work are combined with narration to motivate and explain how to use a 35mm camera to copy slides

MEDIA TRAINING KITS AND MATERIALS

TITLE: Slides with a Purpose for Business and Education

PRODUCER: Kodak

DISTRIBUTOR (S): Instructional Materials and Equipment Distributors

ADDRESS: 1520 Cotner Avenue
Los Angeles, CA 90025

PHONE: (213) 879-0377

PURCHASE ______ FREE ______ RENTAL ______

PRICE ______ PRICE ______

MEDIA CONTENT AREA: Slides use and production

MEDIA PACKAGE FORMAT: booklet

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ______

CONTENTS OF PACKAGE: Chapters include planning, production, adding sound, presentation, bibliography, equipment.

DESCRIPTION: This booklet advises those in business and education on the use of slides to their best advantage. Included are chapters on planning a presentation, producing the slides, adding sound, and techniques for presentation. Kodak slide equipment and a bibliography are listed.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Starex Clip Strip Super Slide Kit

PRODUCER:

DISTRIBUTOR (S): Starex Incorporated

ADDRESS: 655 Schuyler Avenue
Kearney, New Jersey

PHONE: (201) 997-1555

PURCHASE X **FREE** **RENTAL**

PRICE $23.50 **PRICE**

MEDIA CONTENT AREA: Slides

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Thermal copying machine

CONTENTS OF PACKAGE: Self-illustrated booklet, cassette clip - art booklet, pre-registered guides, adhesive stick, packet of test material, thermal carrier, film, slide mounts

DESCRIPTION: The kit enables one to create his own slide presentation. May use readily available illustrations from magazine's, newspapers, etc... Refills are available: Clip-Art Booklet, $2; Clip-Art Booklet (Bi-Centennial) $2; Pad of Pre-Registered Guides, $.75; Thermal Carriers $1; Test Material Packet, $.50; Packet of Clip Strip Film, $2.50; Special Effects Film, $1.75; Adhesive Stick $.79; Slide Mounts, $1.50

MEDIA TRAINING KITS AND MATERIALS

TITLE: "U" Film Slide Making Kit

PRODUCER: Educational Teaching Aids Division

DISTRIBUTOR (S): Educational Teaching Aids Division - A. Daigger and Co.

ADDRESS: 159 West Kinzie Street
Chicago, Illinois 60610

PHONE: (312) 644-9438

PURCHASE	X	**FREE**		**RENTAL**	
PRICE	$10.00			**PRICE**	

MEDIA CONTENT AREA: Slides

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:
Slide projector, screen

CONTENTS OF PACKAGE: Materials to make your own slides

DESCRIPTION: Includes: 80-35mm "slip-in cardboard mounts, a roll of U" film, one set of colored marking pencils and sharpener with instructions

MEDIA TRAINING KITS AND MATERIALS

TITLE: Advances in Closed Circuit TV Systems for the Partially Sighted

PRODUCER: S.M. Genensku, Project Director

DISTRIBUTOR (S): Social and Rehabilitaion Service, US Dept. of HEW

ADDRESS: Washington D.C. 20201

The Rand Corporation., Santa Monica 90406

PHONE:

PURCHASE **FREE** **RENTAL**

PRICE **PRICE**

MEDIA CONTENT AREA: CCTV

MEDIA PACKAGE FORMAT: Book - 33 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Design of CCTV for partially sighted, X-Y platform, electronic image enhancement, research

DESCRIPTION: This is a report on research made for the advancement of closed-circuit TV for the partially sighted. These systems enable many persons with severly impaired vision to read, write, and perform other operations requiring precise eye-hand coordination. Described in detail is the mechanical and electronic features of RANDSIGHT 11, A CCTV system designed by Rand. Also described is the design of its platform, the results of voltage tests conducted, research on electronic image enhancement and contrast reversal, and development of a simple test to determine whether a CCTV could assist a partially sighted person in reading.

MEDIA TRAINING KITS AND MATERIALS

TITLE: A Guide To Instructional Television

PRODUCER: Robert M. Diamond, Editor

DISTRIBUTOR (S): McGraw-Hill Book Co

ADDRESS: 1221 Avenue of the Americas
New York., New York 10020

PHONE: (212) 997-1221

PURCHASE X **FREE** ______ **RENTAL** ______

PRICE $8.95 **PRICE** ______

MEDIA CONTENT AREA: Instructional Television

MEDIA PACKAGE FORMAT: Book - 304 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: How Television is Used in Teaching

DESCRIPTION: Educators using television in its many forms and formats discuss its scope and limitations. The book answers those basic questions asked before money is spent on equipment or a television project is designed. Chapters highlight examples of television as it is now used, problems faced, rationale for use of the medium, and how it was used and with what results. Designed for administrators, teachers, communication specialists, students and laymen exploring the potential or expanded use of instructional television and useful as a basic text in the mass media

MEDIA TRAINING KITS AND MATERIALS

TITLE: And TV Too!

PRODUCER: Edited by Lee E. Campion and Yvonne Lanagan

DISTRIBUTOR (S): Department of Audiovisual Instruction - Nat'l Ed. Assoc

ADDRESS: 1201 16th Street., NW
Washington D.C., 20036

PHONE: (202) 833-4098

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $1.25 **PRICE** ____

MEDIA CONTENT AREA: Television

MEDIA PACKAGE FORMAT: Book - 63 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ____

CONTENTS OF PACKAGE: ____

DESCRIPTION: Designed to acquaint the classroom teacher with various phases of educational Television

MEDIA TRAINING KITS AND MATERIALS

TITLE: Creating Visuals for TV: A Guide for Educators

PRODUCER: James Spear (ed) 1962

DISTRIBUTOR (S): Publication Sales

ADDRESS: National Education Association
1201 16th Street N.W., Washington D.C. 20036

PHONE:

PURCHASE X **FREE** **RENTAL**

PRICE $1.25 **PRICE**

MEDIA CONTENT AREA: Visuals for TV

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Improving TV programs through use of visual material

DESCRIPTION: Practical suggestions for improving TV programs through more effective use of visual material - 48 pages

MEDIA TRAINING KITS AND MATERIALS

TITLE: Educational Media Kit

PRODUCER: Jerrold E. Kemp and Richard B. Lewis, Authors

DISTRIBUTOR (S): McGraw-Hill Book Co

ADDRESS: 1221 Avenue of the Americas
New York., New York 10020

PHONE: (212) 997-1221

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE ____ **PRICE** ____

MEDIA CONTENT AREA: Projection, recordings, TV

MEDIA PACKAGE FORMAT: Films, Slides, Transparencies, Recordings

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film projector, slide projector, overhead projector, record player

CONTENTS OF PACKAGE: Instruction in many types of media for in-service teachers and teachers evaluating students, and for general audiences

DESCRIPTION: Appropriate sub-kits and their prices are:

Sub-kit - 2 display surfaces (31 slides) $32.30

Sub-kit - 3 opaque projection (9 slides) $7.50

Sub-kit - 4 35mm filmstrips (8 slides, 1 filmstrip) $11.30

Sub-kit - 5 16mm motion pictures (4 slides) $3.15

Sub-kit - 6 tape and disc recordings (15 slides, 1 tape recording) $26.90

Sub-kit - 7 2x2" slides (35 slides, 1 tape recording) $45.00

Sub-kit - 8 8mm Motion Pictures (11 slides, 1 8mm cartridge silent films) $31.25

Educational Media Kit - continued

Sub-kit - 9 overhead transparencies (22 slides, 15 transparencies, 1 mounted picture) $89

(SKIP 10)

Sub-kit - 11 television (1 16mm film) $154.35

Sub-kit - 13 instructional Materials Center (47 slides) $47.50

MEDIA TRAINING KITS AND MATERIALS

TITLE: Instructional Graphics for Television

PRODUCER: Don Frye, Educational Media Laboratories

DISTRIBUTOR (S): Customer Service Department., Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X **FREE** . **RENTAL**

PRICE set $70., each participant's manual $2 **PRICE**

MEDIA CONTENT AREA: Graphics for TV

MEDIA PACKAGE FORMAT: 12 Overhead transparencies, sound filmstrip, cassette, instructor's manual, 15 participant's manuals

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead projector, Filmstrip projector, Cassette tape player

CONTENTS OF PACKAGE: Principles of production, types of graphics, production techniques, transparencies, compatility of other media with TV

DESCRIPTION: The first of a series in comprehensive television programming. This is designed for use in pre-service and in-service education workshops and activities. It will prove useful in working with ETV operational and para-professional personnel. The topics covered are: Principles of production, types of graphics and their application, simple production techniques, test productions, using transparencies, criteria for selecting instructional television graphics, compatibility of other media with television.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Instructional Television

PRODUCER: Richard C. Burke, Editor

DISTRIBUTOR (S): Indiana University Press

ADDRESS: Tenth and Morton Streets
Bloomington, Indiana 47401

PHONE: (812) 337-4203

PURCHASE X **FREE** **RENTAL**

PRICE $5.95 **PRICE**

MEDIA CONTENT AREA: Television

MEDIA PACKAGE FORMAT: Book - 160 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Survey of uses of television for instruction in public schools

DESCRIPTION: This volume presents an innovation in the field of education, the uses of television for instruction in public schools. Each section is written by a person who has had extensive practical experience with some aspect of instructional television, through providing a comprehensive and up-to-date survey of the subject.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Midwest Program on Airborne Television Instruction - Using TV in the Classroom

PRODUCER: Mary Howard Smith, Editor

DISTRIBUTOR (S): McGraw-Hill Book Company

ADDRESS: 1221 Avenue of the Americas
New York., N.Y. 10020

PHONE: (212) 997-1221

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $3.95 **PRICE** ____

MEDIA CONTENT AREA: Television

MEDIA PACKAGE FORMAT: Book - 118 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Introduction to instructional TV for practical use

DESCRIPTION: Gives the classroom teacher an introduction to ITV (instructional television) together with suggestions for its practical use. Topics include sources, resources, preparation for learning, organizing the classroom, utilizing the TV lesson, appraisal, demonstrations of ITV use.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Television in Education

PRODUCER:

DISTRIBUTOR (S): Pacific Telephone Film Library

ADDRESS: 1145 North McCadden Place
Los Angeles, Ca 90038

PHONE: (213) 466-7131

PURCHASE **FREE** . Loan **RENTAL**

PRICE **PRICE**

MEDIA CONTENT AREA: TV

MEDIA PACKAGE FORMAT: 16mm color film - 27 1/2 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE:

DESCRIPTION: With today's higher educational standards and an ever-growing school population, many efforts are being made to fill current educational needs. One of the newest methods of meeting this challenge is educational television. This film provides an objective report of how ETV, both broadcast and closed circuit, is being used in schools today.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Television in Instruction An Appraisal

PRODUCER:

DISTRIBUTOR (S): Department of Audiovisual Instruction - NEA

ADDRESS: 1201 16th Street., NW
Washington D.C. 20036

PHONE: (202) 833-4098

PURCHASE X **FREE** **RENTAL**

PRICE $1.00 **PRICE**

MEDIA CONTENT AREA: Television

MEDIA PACKAGE FORMAT: Booklet - 24 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE:

DESCRIPTION: Papers from an NEA seminaron the role of television in instruction at all levels of education

MEDIA TRAINING KITS AND MATERIALS

TITLE: Television Series

PRODUCER: EMI

DISTRIBUTOR (S): Educational Media Inc

ADDRESS: 809 Industrial Way., P.O. Box 39
Ellenburg, Washington 98926

PHONE: (509) 962-2578

PURCHASE X **FREE** **RENTAL**

PRICE set - $50., each transparency - $2
study guide only - $1 **PRICE**

MEDIA CONTENT AREA: Videotape - recorder - camera systems

MEDIA PACKAGE FORMAT: 26 overhead transparencies

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead projector

CONTENTS OF PACKAGE: Use of portable videotape recorder-camera systems. How to connect components, classroom applications, proper placement in the classroom of equipment and problems likely to be encountered.

DESCRIPTION: Relevant transparencies and their catalog numbers are:

1. Applications of Portable VTR-camera systems

2. Simple camera-monitor system

3. One-camera VTR-monitor system

4. Complex camera VTR-monitor system

6. Mounting microphones overhead in the classroom

10. Set-up procedures for group activities

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Farther Vision: Educational Television Today

PRODUCER: Allen E. Koenig and Ruane B. Hills,

DISTRIBUTOR (S): University Microfilms

ADDRESS: 300 North Zeeb Road
Ann Arbor, Michigan 48106

PHONE: (313) 761-4700

PURCHASE X **FREE** ______ **RENTAL** ______

PRICE $6.75 **PRICE** ______

MEDIA CONTENT AREA: ETV

MEDIA PACKAGE FORMAT: Book - 371 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ______

CONTENTS OF PACKAGE: Development and uses of ETV, present and future

DESCRIPTION: The editors have pulled together the thoughts of the leading authorities in educational television. The articles offer a perspective of the field, discuss major types of stations, and examine the development and uses of instructional television. They deal with the current problems of ETV, particularly financing and research and offer suggestions for future applications of ETV

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Use of Student Response to Improve Television Instruction

PRODUCER: Am. Institute for Research

DISTRIBUTOR (S): Yeshiva University Film Library

ADDRESS: 525 West 187 Street
New York., N.Y.

PHONE: (212) SW5-6460

PURCHASE ______ **FREE** ______ **RENTAL** X

PRICE ______ **PRICE** $6

MEDIA CONTENT AREA: Television

MEDIA PACKAGE FORMAT: Film - black and white, 30 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Methods to improving TV educational use by using the students: performance, pre-testing, responding, application

DESCRIPTION: This film demonstrates how educational TV can be improved by using the students own performance is several different ways. The methods illustrated include: pre-testing the effectiveness of lessons with trial classes; requiring active student response during lessons to increase participation; and stimulating of student extra curricular activities following the telecasts. Special emphasis is given to descriptions of the research method used and results from experimental comparisons between alternative versions of televised science lessons. Portions of lessons included.

MEDIA TRAINING KITS AND MATERIALS

TITLE: CLT-2TK Image - Lift Transparency Kit

PRODUCER:

DISTRIBUTOR (S): Starex Incorporated

ADDRESS: 655 Schuyler Avenue
Kearney, New Jersey 07032

PHONE: (201) 997-1555

PURCHASE X **FREE** **RENTAL**

PRICE $14.50 **PRICE**

MEDIA CONTENT AREA: Transparency

MEDIA PACKAGE FORMAT: Transparency

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Heavy duty polyester lift - off film sheets, mounts, clear polyester backing sheets, burnishers, sponge, step-by-step instruction booklet, practice packet, plastic tray

DESCRIPTION: A method for making long-lasting overhead transparencies from already printed images. You can lift the ink image off any clay-coated paper and in 10 steps have the ready made transparency of your choosing. The kit can serve as an individual or classroom project

MEDIA TRAINING KITS AND MATERIALS

TITLE: Magazines to Transparencies

PRODUCER:

DISTRIBUTOR (S): International Film Bureau, Inc

ADDRESS: 332 South Michigan Avenue
Chicago, Illinois 60604

PHONE: (312) 427-4545

PURCHASE X **FREE** **RENTAL** X

PRICE $120 **PRICE** $7.50

MEDIA CONTENT AREA: Transparencies

MEDIA PACKAGE FORMAT: 16mm color film - 12 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: Instructions for making transparencies from materials printed on clay-coated paper

DESCRIPTION: A simple and inexpensive process of making transparencies from black and white or color materials printed on clay-coated paper is demonstrated. Film explains the process by which a printed image can be transferred to acetate backing, in a few minutes of preparation. Steps in the process call for coating picture and acetate with rubber cement, combining them, soaking then in vinegar bath and leaving the image on the rubber cement backing, spraying the transparency with lacquer, and inserting it between sheets of glass for permanence.

MEDIA TRAINING KITS AND MATERIALS

TITLE: OH-3CK Classroom Overhead Transparency Kit

PRODUCER:

DISTRIBUTOR (S): Starex Incorporated

ADDRESS: 655 Schuler Avenue
Kearney, New Jersey 07032

PHONE: (201) 997-1555

PURCHASE X **FREE** **RENTAL**

PRICE $32.50 **PRICE**

MEDIA CONTENT AREA: Transparency

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: 8 1/2 x 11 clear-plastic sheets, transparent color 8 1/2 x 11 sheets, overhead mounts, grid layout sheets, chart/pak, dry-transfer transparent letters, burnishers, a roll of masking tape, 4 water soluable projecto color pencils, 4 water soluable fine point markers, 2 permanent opaque fine point markers, plastic storage bags with labels, set of easy step-by-step instructions

MEDIA TRAINING KITS AND MATERIALS

TITLE: OH-2TK Teachers Overhead Transparency Kit

PRODUCER:

DISTRIBUTOR (S): Starex Incorporated

ADDRESS: 655 Schuyler Avenue
Kearney, New Jersey 07032

PHONE: (201) 997-1555

PURCHASE X **FREE** **RENTAL**

PRICE $16.50 **PRICE**

MEDIA CONTENT AREA: Transparency

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Clear plastic 8 1/2 x 11 sheets, transparent color 3 1/2 x 11 sheets, overhead mounts, grid layout sheets, chart pak dry-transfer transparent letters, burnishers, roll of masking tape, 4 water soluable fine point markers, 2 permanent opaque fine point markers, set of easy step-by-step instructions.

DESCRIPTION: A starter kit complete with everything that is needed to make simple but effective customized overhead transparencies

MEDIA TRAINING KITS AND MATERIALS

TITLE: PMS-2TK Polarmotion Sampler Kit

PRODUCER:

DISTRIBUTOR (S): Starex Incorporated

ADDRESS: 655 Schuyler Avenue
Kearney, New Jersey 07032

PHONE: (201) 997-1555

PURCHASE X **FREE** **RENTAL**

PRICE $16.50 **PRICE**

MEDIA CONTENT AREA: Transparency

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Prepared transparencies, instruction booklet

DESCRIPTION: This kit has six specially selected prepared transparencies for use in demonstrating. Polarmotion to stimulate classroom interest.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Total Kit

PRODUCER:

DISTRIBUTOR (S): Starex Incorporated

ADDRESS: 655 Schuyler Avenue
Kearney, New Jersey

PHONE: (201) 997-1555

PURCHASE X **FREE** **RENTAL**

PRICE $69.50 **PRICE**

MEDIA CONTENT AREA: Transparencies -

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Motorized spiner, overlay sheets, cardboard mounts, masking tape, set of 4 color markers, frisket knife, tweezers, pressure sensitive color and motion sheets, step-by-step instructions, practice transparency

DESCRIPTION: Shows you how to make 1,000 different applications. This process is called polarmotion and adds motion.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Introducing the Single-Camera VTR System-A Layman's Guide to Videotape Recording

PRODUCER: Grayson Mattingly and Welby Smith

DISTRIBUTOR (S): NEFC's Media Booknook

ADDRESS: RT 2
Finksburg, Md. 21048

PHONE: (301) 795-3000

PURCHASE X FREE RENTAL

PRICE $8.95 PRICE

MEDIA CONTENT AREA: Videotape recording

MEDIA PACKAGE FORMAT: Book - 150 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: This is a fundamental guide which gives information on selecting, purchasing and servicing a VTR system, precautions, technical guidelines, and all sorts of recommendations.

DESCRIPTION: The primary aim is to help the VTR user to discover, comprehend and apply the basic skills and knowledge which are fundamental to successful communication.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Petersen's Guide to Video Tape Recording

PRODUCER: Charles Bensinger (author)

DISTRIBUTOR (S): Innovision

ADDRESS: 121 East de la Guerra
Santa Barbara, CA

PHONE: (805) 965-5015

PURCHASE x FREE ____ RENTAL ____

PRICE $2.45 PRICE ____

MEDIA CONTENT AREA: Video-Tape recording

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: None

CONTENTS OF PACKAGE: Video camera, TV scanning system, VTR Contros, TV monitor, Format & interchangeability, Sound, Lighting, Video Editing

DESCRIPTION: The book comprehensively covers: the operational aspects of the camera, monitor and recording deck for ½" systems. And there is a special chapter on the portable television systems (Portapaks). Not only operational information (i.e. lenses, controls, cables, switches, etc) is offered, but there is an explanation of the internal mechanisms of the video process.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Set-Up, Production Techniques, and Preventive Maintenance for the Single Camera VTR system

PRODUCER:

DISTRIBUTOR (S): Didactic Systems, Inc.

ADDRESS: Box 457
Cranford, N. J. 07016

PHONE: (201) 789-2194

PURCHASE x FREE RENTAL

PRICE $150.00 PRICE

MEDIA CONTENT AREA: VTR system

MEDIA PACKAGE FORMAT: Video tape - 27 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Video Tape player

CONTENTS OF PACKAGE: Set-up, production technqiues, problems

DESCRIPTION: This tape shows how to hook up a basic single camera VTR system, how to adjust its controls for optimum performance in a given situation, how to accomplish production techniques like follow-through focus and in-camera fades, and how to recognize problems when they occur- and how to correct them. The goal of the tape is to assist the VTR user in achieving creative control over his equipment and production situation.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Small Studio Video Tape Production

PRODUCER: John Ouick and Herbert Wolff - authors

DISTRIBUTOR (S): Addison-Wesley Pub. Company Inc.

ADDRESS: Reading. Mass 01867
(617) 944-3700

PHONE:

PURCHASE x **FREE** **RENTAL**

PRICE $11.95 **PRICE**

MEDIA CONTENT AREA: Video Tape Production

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Selected chapters include: Use of TV as a communication tool. Designing visual aids for TV

DESCRIPTION: Primarily concerned with showing the best ways for presenting information effectively and economically; for the organization with limited equipment and facilities.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Videotape Recorder in the Classroom

PRODUCER: Victor R. Phillips

DISTRIBUTOR (S): Victor R. Phillips, Publisher of Media

ADDRESS: P. O. Box 83
Monmouth, Or. 97361

PHONE:

PURCHASE	x	FREE		RENTAL	
PRICE	$5.00			PRICE	

MEDIA CONTENT AREA: Video-tape

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Videotape recorders

DESCRIPTION: A reference demonstrating how to use various videotape recorders and related equipment

MEDIA TRAINING KITS AND MATERIALS

TITLE: Videocassettes Technology in American Education

PRODUCER: George N. Gordon and Irving A. Falk, authors

DISTRIBUTOR (S): Educational Technology Publications

ADDRESS: 140 Sylvan Avenue
Englewood Cliffs, N. J. 07632

PHONE: (201) 871-4007

PURCHASE X **FREE** ______ **RENTAL** ______

PRICE $7.95 **PRICE** ______

MEDIA CONTENT AREA: Videocassette

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ______

CONTENTS OF PACKAGE: How to apply videocassette technology to all levels.

DESCRIPTION: This is the first book describing how videocassette technology can be applied to education at all levels. The authors believes that the videocassette has the potential to become an essential instrument to facilitate learning in schools, colleges, training efforts and adult education programs. Both educators and persons involved in the videocassette industry (hardware and software) will find this book of value.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Video Tape Production and Communication Techniques

PRODUCER: J. L. Efrein

DISTRIBUTOR (S): TAB Books

ADDRESS: Blue Ridge Summit
Pennsylvania 17214

PHONE:

PURCHASE x **FREE** **RENTAL**

PRICE $12.95 **PRICE**

MEDIA CONTENT AREA: Video Tape

MEDIA PACKAGE FORMAT: Book - 256 pages, over 100 illustrations

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Equipment description, production elements, program creation, tape handling procedures.

DESCRIPTION: A complete text on the production of video recording for effective communications. Tells how to put professional techniques to work in commercial, industrial, and school applications. Contents include: the basic tape recording system, thinking tape, equipment, production elements, direction techniques, post production, pre-production, production, program creation, sample program formats, comparative specifications, tape handling procedures, glossary.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Videotape Recording: Theory and Practice

PRODUCER: J. F. Robinson, author

DISTRIBUTOR (S): Hastings House Publishers

ADDRESS: 10 East 40th Street
New York, N. Y. 10016

PHONE: (212) 689-5400

PURCHASE X **FREE** ____ **RENTAL** ____

PRICE $18.50 **PRICE** ____

MEDIA CONTENT AREA: Videotape recording

MEDIA PACKAGE FORMAT: Book - 320 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Information on VTR equipment, CCTV, cassettes cartridges, editing

DESCRIPTION: The text is basic and practical. For the broadcaster, the author describes VTR equipment in current use. For the closed-circuit user, he discusses and reviews the many combinations of techniques used in modern helical recorders. Included, also is much material on cassettes and cartridges, and a chapter on editing contains the latest SMPTE digital address code for automated editing.